

Brandon Chin

Technical Product Manager | Data Analytics & Product Strategy
brandonzchin@gmail.com | <http://www.brandonzchin.com/> (Portfolio)

EDUCATION

Babson College

B.S. in Business Administration, Concentration in Technology Entrepreneurship.

January 2020 - May 2024

GPA: 3.67/4.00

Honor: Magna Cum Laude

Coursework: Advanced Data Analytics, Machine Learning, Project Management, Python, Web Development, Computer Science

PROFESSIONAL EXPERIENCE

Data Engineering Analyst | MathCo

June 2024 – Present

- Enhanced and maintained **retail data pipelines (5TB+)** and built a **Python-based ML pipeline**, transforming raw data into actionable insights for Fortune 500 strategy evaluation.
- Developed **interactive Power BI dashboards and executive-ready presentations**, enabling leadership to quickly interpret trends and make data-driven decisions.
- Delivered **ad-hoc analyses** by extracting client-requested insights from large-scale datasets, supporting critical business needs.
- Collaborated with **data engineers and data scientists** to produce monthly business reports and ensure accuracy of analytics deliverables.

Technical Product Manager | Fei Yang Travel

September 2023 – Present

- Defined product vision by creating a **1-year roadmap, competitive analysis, and 10-page PRD**, aligning stakeholders across U.S. and China teams.
- Designed and executed an **omnichannel marketing campaign**, leading a social media team that grew to **70K+ TikTok views in 3 months** through content strategy and short-form media.
- Built and deployed a **full-stack e-commerce platform (React, Next.js)** with inventory management, searchable database, Twilio OTP login, and multi-user authentication; achieved **34,500+ visits and 192,800+ views within 1 year**, cutting bounce rate to **39%**.
- Leading development of an **invoice system** to streamline accounting workflows and sales data management for **75 employees** across New York and California offices.

Product Management Intern | Publicis Sapient

June 2023 – August 2023

- **Co-led a Scrum team of 5 Software Engineer Interns**, creating a PRD and breaking it into **97 JIRA tickets across 4 sprints** to successfully deliver an expense management app.
- Conducted **18 usability interviews** and collaborated with UX designers, driving iterative UI/UX improvements.
- Researched competitor apps and prototyped an **AI chatbot integration**, informing MVP strategy and future feature roadmap.

Product Management Intern | Mobilize.IT

February 2022 – September 2022

- Analyzed **15 product features** with the Senior VP, leading to **3 UI design optimizations** that improved user experience.
- Conducted **30+ user interviews** to identify pain points and authored **5 product-market fit blog posts** for U.S. markets.

PROJECT EXPERIENCE

Hackathon | (36-hour Tufts Product Hackathon)

February 2024

- Researched and defined a problem (low intellectual stimulation among ages 15–25), interviewed 28 target users, designed MVP requirements in Figma, and built a pitch deck for final presentation.

Student Startup | Sticker Pack

September 2020 – May 2021

- Founded an e-commerce venture offering custom student stickers, securing \$1,250 in funding from Babson's startup competition.
- Led end-to-end operations, including A/B testing, design collaboration, U.S. manufacturing, and delivery.

Machine Learning | Loan Risk Algorithm

April 2023

- Analyzed a comprehensive dataset to assess probability of loan default.
- Evaluated multiple ML models in R, identifying the optimal approach and documenting results in a 21-page report.

Game Development | Video Game

April 2016 – August 2021

- Developed a game in Lua by identifying a gap in the market and using Agile: 116K+ play sessions and community of 2.5K+ users.

SKILLS & CERTIFICATION

Programming: HTML/CSS, JavaScript (React, Node.js, Next.js), SQL, Python, R (R Studio)

Software: Figma, Canva, GitHub, Tableau, Excel, Jira, Confluence, Firebase, Supabase, PowerBI, PowerPoint

Certifications: PM Bootcamp (*EntryLevel*), React (*Udemy*), React w/ Google Bard & PalM2 (*LinkedIn*), SQL & Python (*DataCamp*)