Brandon Z. Chin

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EDUCATION

Babson College   **Wellesley, MA**
BS in Business Administration; Concentration in IT Management   *Expected Graduation: Dec 2023*
- Relevant Coursework: Business Data Analytics, Project Management, IT Operation & Management |GPA: 3.55/4.00

Waseda University   **Tokyo, Japan**
Exchange Program: School of Liberal Studies   *Apr 2022 – Aug 2022*

PROFESSIONAL EXPERIENCE

Mobilize.IT *– Mobile App Development Firm*   **San Francisco, CA**
Product Manager Intern   *Feb 2022 - Present*
- Analyzed 15+ features w/ SVP to identify product optimization resulting in 3+ UI fixes to app's contact and scan page
- Interviewed 50+ users to discover pain-points to create 5+ blog post about product-market fit for US markets
- Researched 3 competitor product offerings to identify potential market gaps and potential opportunities for competitive differentiation, pitched findings and 5+ feature suggestions to SVP

Echo3d *– Series A Virtual & Augmented Reality Venture (Backed by Meta & Qualcomm)*   **New York, NY**
Business Operation Intern   *Jan 2022 - Apr 2022*
- Wrote a PRD in partnership with product and engineering team to identify and resolve 2 technical and 4 UI bugs
- Researched top 4 competitors to find product differentiation and pitched 6+ features to CEO
- Sourced potential clients' contact using SeamlessAI and compiled 40+ contacts in Excel for VP of Sales for sale leads

Digital Factory *– Mobile Technology & Analytics Firm*   **Chicago, IL**
Financial Analyst Intern   *Jun 2021 - Aug 2021*
- Used firm's data and built a forecasting Excel calculator to assess OPEX for a $3M nationwide project for Walgreens
- Constructed a $5M OPEX financial model for Sales VP ultimately used for company projects and clients
- Revised Excel calculator for EBITDA w/ user feedback to improve forecasting accuracy by 3%

Bussin' Food Boston *– Student-Run Media Venture*   **Wellesley, MA**
Co-Founder & Chief Growth Officer   *Jan 2021 - May 2021*
- Conducted SEO optimization for website, resulting in over an increase of 80% in unique visitors over 2-week span
- Redesigned the website using Figma through 5 UX interviews, spurring an 80% reduction in overall bounce rate

Sticker Pack – Student-Run E-Commerce Venture   **Wellesley, MA**
Co-Founder & Chief Product Officer   *Sep 2020 - May 2021*
- Constructed project outline and proposal framing business goal and product roadmap, resulted in pitching and winning $1000+ in Babson's campus-wide startup competition
- Conducted A/B testing of product features and partnered with a product designer to create a mock MVP via

LEADERSHIP

Delta Sigma Pi – *Professional Business Fraternity*   **Wellesley, MA**
Vice President of Community Service   *Aug 2022 - Present*
- Spearhead a 3-month roadmap of events for community service to grow presence around Wellesley, MA
- Supervised a community service recruiting event with registered attendees of 50+ to represent Delta Sigma Pi

SKILLS, PRODUCT MANAGEMENT RESEARCH PROJECT

Technical: Python, Lua, HTML / CSS+, API Integrations
Software: Tableau, Microsoft Office and Excel, Airtable, Access, Figma, Adobe Premier Pro,
Independent Product Management Project: Amazon Auto Product