Brandon Z. Chin

646-520-5900 | brandonzchin@gmail.com | Boston, MA | /in/brandonzchin

EDUCATION

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

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

PROFESSIONAL EXPERIENCE

Mobilize.IT – *Mobile App Development Firm*   **San Francisco, CA**
Product Management Intern   *Feb 2022 - Sept 2022*
- 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 posts 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 the product and engineering team to identify and resolve 4 UI and 2 technical bugs
- Researched top 4 competitors to pinpoint product differentiation opportunities and pitched 6+ features to CEO
- Sourced potential clients using SeamlessAI based on top companies in the retail/luxury industry, and pitched contacts to 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 to build 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/ users' feedback, resulting in feedback to improve forecasting accuracy by 3%

Bussin' Food Boston – *Student-Run Media Venture*   **Wellesley, MA**
Co-Founder & Chief Growth Officer   *Jan 2020 - May 2020*
- Conducted SEO optimization for website, resulting in a 80%+ lift in unique visitors across 14-day window
- Leveraged Figma and 5 UX interviews to redesign website, spurring an 80% reduction in overall site bounce rate

Sticker Pack – Student-Run E-Commerce Venture   **Wellesley, MA**
Co-Founder & Chief Product Officer   *Sep 2020 - May 2020*
- Constructed project outline and proposal framing business goal and product roadmap, pitched and won $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 for testing

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
- Drove marketing of a campus-wide CS recruitment event using social media and flyers, spurring over 50+ attendees

SKILLS, PRODUCT MANAGEMENT RESEARCH PROJECT

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