HARRY CHOW

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EDUCATION

Bentley University, Waltham, MA

Expected May 2026

Bachelors of Science, Marketing and Finance-Technology, Minor, Business Administration and Entrepreneurship

Honors: GPA 3.66/4.0, President's List, Dean's Scholarship, BentleyFirst Scholarship, Excellence in Innovation Award, Tri-Alpha Honor Society, Mu Kappa Tau - Marketing Honor Society

Involvements: Bentley Asian Students Association, Bentley Investment Group, Bentley Entrepreneurship Society, Bentley Consulting Group

The Residency - Delta Cohort, Remote

November 2025

Selected from 1,500+ applicants; Led by Sam Altman, OpenAI, and YCombinator

PROFESSIONAL EXPERIENCE

Various Companies, Remote

August 2025 - Present

Advisor, Marketing, & Content Creator

- Create UGC content for brands like Poppi, Red Bull, Extern, Boardy.ai, and Series AI, generating 1M+ views across social channels
- Advise startups and brands on growth, marketing operations, and social strategy, building scalable content systems and conversion funnels
- Develop and optimize paid creative and ad campaigns, producing high-conversion content that drives engagement and customer acquisition across Meta, TikTok, and LinkedIn

BeatM, Boston, MA September 2025 - Present

Founder & COO

- Lead full-stack MVP, integrating live sports APIs, analytics, betting dashboards, and social features from concept to beta in 3-weeks
- Drive early-stage growth and investor engagement, shaping product strategy, and GTM positioning, securing early interest and partnerships
- Lead testing and iteration, managing an active sports fan community to gather feedback, optimize UX, and accelerate feature development

Shift Markets, Remote

Growth Marketing Specialist and AI Solutions Engineer

May 2025 - Present

- Architect AI automations for content production, sales, and lead pipelines, driving a 60% increase in website traffic and lead conversion
- Manage \$200K global marketing budget across APAC, AMER, and EMEA, overseeing event activations, social strategy, and KOLs
- Generate \$1M in inbound deal flow through through content and paid media (LinkedIn ads, eBooks, socials), scaling top-of-funnel growth

Partnership Marketing Intern

March 2024 - May 2025

- Spearheaded webinars, B2B collaborations, and public events, contributing to 69K new users YoY, strengthening brand visibility
- Optimized SEO strategy, achieving 126% new user growth, 75% increase in session engagement, and 1.2+ million impressions
- Coordinated investor outreach and supported the successful completion of Series A funding, driving market presence and growth

Fargo Street Associates Inc., Boston, MA

January 2020 - Present

Property Manager

- Administer and monitor cash flow, including invoicing, employee payroll, and expense tracking within the QuickBooks platform
- Facilitate and process tenant applications, leases, and lease renewals to ensure the maintenance of property conditions
- Manage financial and property assets valued over \$5M, overseeing fund allocation, investment strategy, and fiscal decision-making

Arcangel, Boston, MA August 2025 - October 2025

Fractional CMO

- Supported activation event planning for Arcangel's yacht launch, facilitating media coverage to 1.5M+ cumulative followers
- Assisted in organizing Arcangel's yacht event with 150+ attendees, including high-level banks, investors, founders, startups, and influencers
- Drove sponsorship activation and partnership outreach, helping raise \$15K+ in product and in-kind donations for launch initiatives

Launch by Lunch, Boston, MA

July 2025 - October 2025

Fractional Marketing

- Built Boston's fastest-growing founder and startup network, scaling membership by 400% in one month through multi-channel marketing
- Automated community engagement with workflows and AI triggers, increasing community engagement by 35% higher attendance and reach
- Built partnerships across Boston's startup ecosystem, bringing in high-growth founders, investors, and operators to expand the community

The Browser Company, Waltham, MA

April 2025 - June 2025

Ambassador

- Recognized as a top 10 global ambassador for highest engagement, with over 300+ user sign ups for Dia platform Alpha testing
- Hosted 5+ workshops, tabling, and live product demos to drive user adoption and increase platform awareness across Boston
- Led Alpha product testing and launched new AI shortcuts, enhancing user experience and expanding platform capabilities

Re-Volt Charging, Boston, MA

February 2025 - June 2025

Operations and Administration

- Integrated HubSpot automation into sales funnels, streamlining workflows and generating 500+ qualified inbound leads
- Built operational frameworks and refine SOPs to drive efficiency, reduce friction, and maximize team productivity
- Coordinated internal task management across sales, marketing, and ops, aligning execution with growth targets and campaign timelines

Cables Finance, Remote January 2025 - May 2025

Partnership Marketing Intern

- Executed top-of-funnel growth, scaling X account to 100,000+ followers with 1,000% growth through targeted content and engagement loop
- Organized international side events and scaled new product launches, aligning global marketing ops to drive lead flow and conversion fast
- Streamlined merchandise production through vendor optimization, resulting in lower lead conversion costs and faster sales distribution

CLTX Gaming, Boston, MA

January 2025 - April 2025

Marketing Consultant

- Identified market gaps, by analyzing industry KPIs and CLTX platform engagement rates, optimizing rebranding and messaging strategies
- Delivered strategic insights to senior leadership, overhauling content and engagement strategies through data-backed targeting frameworks
- Advised on content automation and repurposing by designing Zapier pipelines and integrating AI, enabling efficient multi-platform distribution

Seven Studios, Boston, MA

September 2024 - May 2025

Founder & Designer

• Founded and managed a private label clothing brand, overseeing product design, manufacturing, and distribution; Closed due to tariffs

Bentley University, Waltham, MA

October 2024 - January 2025

Blockchain Research Assistant

- Engineered Python algorithms with Selenium to extract and process user behavioral data from the STEEM platform
- Built and managed relational databases to store machine learning models, powering advanced behavioral analytics and research insights
- Conducted in-depth analysis of blockchain activity patterns to uncover actionable consumer insights and inform research findings

National Science Foundation, Waltham, MA

July 2024 - September 2024

NSF Fellow & Research Assistant

- Collected, cleaned, and analyzed user interaction data with haptic systems to identify friction points and improve usability
- Designed and ran haptic perception experiments by gathering users, generating actionable insights for product and marketing improvements
- Conducted literature reviews on haptic perception and user experience, synthesizing findings to guide experiment design and research goals

School Simplified, Remote

November 2020 - May 2023

CMO (2020), CEO & Vice-Chairman of the Board of Directors (2022)

- Scaled to a \$25M valuation by launching 6 global chapters and a suite of software resources, driving rapid user and engagement growth
- Grew digital presence to achieve 550+ million impressions and grew an engaged follower base of 150,000+ across 147 countries
- Led a global platform to 70K+ members and 100K+ users by leading 500+ staff, achieving bootstrapped growth with zero outside capital

Institute for Youth in Policy, Remote

February 2023 - May 2023

Interim CMO

- Directed nonprofit restructuring and led digital strategy planning, focusing on marketing infrastructure optimization for future growth
- Curated omnichannel marketing workflows, crafting SEO-optimized copy and political news coverage for social platforms
- Restructured marketing infrastructure and implemented automation, laying the groundwork for recruitment and digital brand expansion

LEADERSHIP EXPERIENCE

National Association of Asian American Professionals, Boston, MA

February 2025 - Present

Associate Director of Partnerships

- Manage a portfolio of \$20,000+ sponsors and community partners, driving funding efforts for corporate expansion and growth
- Develop high-impact prospectus and partner sales materials, optimizing engagement strategies to attract, retain, and grow partnerships
- Coordinated cross-sector partnership initiatives and supported networking events, increasing sponsor engagement and organizational visibility

Bentley Asian Students Association, Waltham, MA

September 2022 - May 2025

President and Executive Board

- Directed cross-campus collaboration and event execution, drawing 400+ attendees and elevating brand presence across student orgs
- Partnered with top-tier brands like Poppi and Red Bull, using co-branded activations to expand reach and deepen audience engagement
- Raised \$80,000+ in funding through strategic sponsorships and faculty collaboration, scaling operational capacity

Alpha Kappa Psi, Waltham, MA

December 2023 - April 2024

Vice President of Marketing

- Launched a targeted social media, email, and print campaign, achieving the highest recruitment season with 90+ applicants
- Coordinated with external partners to design and produce branded merchandise, enhancing campus-wide visibility
- Spearheaded the website redesign, collaborating with a coder to optimize user experience and strengthen brand consistency

SKILLS, CERTIFICATIONS, & INTERESTS

Skills: AI Agents and Prompt Engineering, Machine Learning, Python, SQL, Google Analytics, HubSpot, Klaviyo, Content Strategy, AEO/SEO, Email Marketing, Figma, Framer, UI/UX, Adobe Suite, Affinity Designer, Canva, Video Editing, WordPress, Zoho, Zapier, Airtable, Asana, Notion, Project Management Tools, Qualtrics, SPSS, Cantonese, English

Certificates: Bloomberg Market Concepts, Bloomberg Client Engagement, BCG - Strategy Consulting, CITI - Social & Behavioral Research, Zapier - Innovation Fellow, LBL - Building AI Agents, LBL - Advanced Vibe Coding, LBL - Introduction to Vibe Coding

Interests: Art, Blockchain, Cars, Cooking and Baking, Football, Formula 1, Interior Design, Kayaking, Legos, Skiing, Startups