

HARRY CHOW

Sharon, MA | harrychow8888@gmail.com | (617) 852-5338 | <https://www.linkedin.com/in/harry-chow1/> | harrychow.framer.website

EDUCATION

Bentley University, Waltham, MA

Expected May 2026

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

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,

PROFESSIONAL EXPERIENCE

Arcangel, Boston, MA

August 2025 - Present

Fractional CMO

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

Launch by Lunch, Boston, MA

July 2025 - Present

Fractional Marketing

- Automate community engagement with workflows and AI triggers; develop startup partnerships **driving 35% higher attendance and reach**
- Support event planning and sales strategy, **growing community membership by 400% in one month** through campaigns and conversions
- Cultivate relationships with startup organizations to expand partnerships, boost attendance 35%, and strengthen community impact

Shift Markets, Remote

Growth Marketing Specialist and Solutions Engineer

May 2025 - Present

- Customize content production solutions using AI agents, automating content output delivery and competitor/industry research workflows
- Architect AI automations for CRM, sales pipelines, and lead outreach, driving a **60% increase** in website traffic and lead conversion
- Manage **\$200K budget across APAC, AMER & EMEA**, driving regional growth through conferences, booths, ops, and product marketing
- Generate **5K+ leads via Zoho CRM** by creating brand assets, eBooks, LinkedIn ads, and landing pages, fueling inbound sales pipeline
- Lead B2B digital growth via email, SEO, LinkedIn/X; engage KOLs and run content campaigns to drive pipeline expansion.

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

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 sample testing with suppliers in Asia
- Negotiated supplier contracts and managed quality control, ensuring product standards met brand specifications and market needs
- Oversaw brand development and social strategy, coordinating launch campaigns and tight customer feedback cycles for product improvement

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

Scenario Life, Remote

August 2023 - September 2023

Product Management and Testing

- Led usability testing for financial AI web apps, identifying UX issues and recommending changes to boost conversion rates.
- Conducted user experience audits and A/B tests, providing actionable feedback for feature prioritization and product-market fit.
- Gathered user behavior data to diagnose UX friction, guiding redesigns that improved engagement and drove user acquisition.

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

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

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

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

Project Creative Industries, Waltham, MA

September 2022 - August 2023

Events Coordinator (2022), Graphic Designer (2023)

- Curated promotional campaigns by designing engaging marketing content, including graphics and vertical media content
- Coordinated with cross-functional teams to execute **20+ events**, each drawing over **100 attendees** and optimizing event processes
- Directed initiatives aimed at reshaping the UX and PR curriculum at Bentley University, amplifying the exposure of resources for students

SKILLS & CERTIFICATIONS

- **Skills:** AI Agents, AI Prompt Engineering, Machine Learning, Python (automation, data analysis), SQL, Google Analytics, HubSpot, Klaviyo, Content Strategy, SEO, Email Marketing, Figma, Framer, UI/UX, Adobe Suite, Affinity Designer, Canva, Video Editing, WordPress, Zoho, Zapier, Airtable, Asana, ClickUp, 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