Bruce Wong

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EDUCATION

Singapore Management University   **Aug 2022 - Aug 2026**
Bachelor of Science (Information Systems), Majoring in Business Analytics

PROFESSIONAL EXPERIENCE

Lead Generation Specialist   **Oct 2025 – Feb 2026**
In Market Partners (part-time remote)
• Crafted and managed high-performing outbound campaigns via email and LinkedIn to book at least 20 meetings with C-suite decision makers for a B2B healthcare service client in 3-4 months
• Automated the process like using AI SDRs and n8n Slack notifications to streamline the entire process
• Built and maintained high-quality lead databases using software like Apollo.io and Clay.com to ensure relevant targeting
• Responsible for the entire outbound process, from infrastructure to campaign management, list scraping, targeting strategy, copywriting to booking appointments and follow-ups

Software Cloud Intern   **Jan 2025 – Jun 2025**
Razer, Inc
• Led process improvements by developing an internal AI-powered translation script, reducing turnaround time by 40–60% and minimizing reliance on external vendors
• Collaborated cross-functionally with designers and product stakeholders to troubleshoot real-time user-facing production issues and deploy UI fixes that enhanced the user experience across global platforms
• Supported automation initiatives, including refining internal workflows like an internal admin portal and improving overall team productivity
• Participated in cross-functional discussions and sprint cycles, bringing forward insights to drive innovation and continuous improvement

Lead Generation Specialist   **Oct 2024 – May 2025**
The Growth Center (part-time remote)
• Crafted and managed high-performing outbound campaigns via email and LinkedIn to book meetings for clients with their desired B2B decision-makers
• Wrote compelling outreach copy and iterated on messaging to improve response rates and resonance with prospects
• Built and maintained high-quality lead databases using software like Apollo.io and Clay.com to ensure relevant targeting
• Collaborated cross-functionally with other members of the team to improve campaign performance, to increase qualified leads and fill top-of-funnel pipeline

PROJECT EXPERIENCE

Founder and Host   **Feb 2023 – Present**

Convertinbox
• Built a B2B business development firm (Convertinbox) that helps early-stage B2B software startups to launch outbound campaigns that drive pipeline, new clients and revenue growth
• Personally prospected and pitched to leaders of software companies, while building long-term client relationships and trust
• Hosted and ran a podcast (The AI Trailblazer Podcast on Spotify) where I research, reach out to, and interview B2B and AI software leaders, honing skills in cold outreach, relationship-building, and professional communication
• Developed comfort in initiating conversations with strangers and tailoring messaging to capture attention across different audiences and platforms

SKILLS AND ADDITIONAL INFORMATION

• **Technical:** Python, Java, Javascript/HTML/CSS, Golang, MySQL, Tableau, Docker, AWS SQS, Salesforce, Jira, Github, Bitbucket, Microsoft Office, Google Suite, Airtable, Frontend Development, Backend Development, APIs/Webhooks/JSON, Python Pandas, Clay, n8n, Apollo.io
• **Languages:** English, Chinese
• **Interests:** Bowling, traveling, cycling