

Zhou Liyang

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EDUCATION

Wuhan University of Technology

Sep. 2019 – Jun. 2023

- Major: Vehicle Engineering
- Grade-Point Average: 81 (100)

WORK EXPERIENCE

POIZON

–Market Operations Intern

Aug. 2023 –Nov. 2023

- Spearheaded art operation initiatives, encompassing partner collaboration, program planning, gameplay design, and subsequent implementation, ensuring alignment with strategic objectives.
- Conducted weekly user data aggregation and monitoring, employing SQL for data analysis and anomaly resolution. Utilized VLOOKUP and pivot tables to develop data models, and visualized data to discern trends, culminating in insightful reports
- Analyzed user behavior data to unearth insights into user needs, behaviors, and characteristics, formulating targeted weekly strategic directives aimed at optimizing user experience and addressing pain points
- Performed competitive and industry analysis, regularly assessing trends and developments within the art sector to inform strategic decisions
- Enhanced the POIZON community by orchestrating influencer engagements and long-term relationship management through community operations, training, and thematic events, fostering the creation of high-quality content and expanding the network of art influencers

Huawei Cloud Center.

–Intern of marketing department

Jul. 2022 – Aug. 2022

- Conducted a comprehensive analysis of the company's annual and industry research reports, synthesizing insights to author a market development trend report. This strategic document delineated "mainstream media coverage and documentaries" and the "development of a corporate e-commerce platform" as pivotal strategies, driving expansion and consolidation in the user market through integrated product promotion methodologies
- Leveraged the marketing blueprint to craft compelling brand narratives and media communications, contributing to the scripting of promotional videos. Fostered cross-departmental collaboration to oversee

the production process, including video shoots and poster design, thereby amplifying the promotional outreach

- Orchestrated Huawei campus salon events and contributed to the promotion of United Nations partnership projects, aiding in the formulation of brand marketing strategies. This included the creation of H5 applications and photo albums, alongside monitoring project execution to ensure alignment with strategic objectives

PROJECT AND COMPETITION

Automotive overall hot stamping intelligent process system development

- Conducted in-depth literature reviews, assimilating knowledge from over 20 pertinent articles, and independently authored comprehensive analyses, culminating in a body of work spanning 8,000 English characters
- Developed and implemented a sophisticated SQL database schema alongside a neural network model to analyze and optimize the hot stamping process, demonstrating advanced data structuring and machine learning proficiency
- Leveraged PHP to architect and engineer a comprehensive process system web interface, showcasing a strong command of web development principles and a keen aptitude for system design and user experience optimization

EXTRACURRICULAR ACTIVITIES&AWARDS

College debate team/School debate team vice leader

- Champion of the Wuhan Division of the 2020 Chinese Debate World Cup
- First prize of the 2020 Bello Pegasus school-level debate competition
- First prize of the 2021 Water Transport Huguang school-level debate Competition

School Youth League Committee propaganda Department center deputy director

- The team was awarded "Top Ten Elite Team of Wuhan Institute of Technology"
- Completed school-level public account push more than 35 articles, the cumulative page views of 200,000
- During tenure, the public account has repeatedly ranked first in the national university public account influence

Skills

- Community Service: American Red Cross, Volunteer/Donor; American Cancer Society, Fundraiser Student Activities: Lehman College Tennis Club; Meet Organizer

- Computer Skills: Microsoft Office Suite, SQL, PHP, CAD, photoshop, MATLAB
- InterestsChinese Musicians Association social art level examination (amateur) grade 10, Calligraphy painting national award