



教育经历

深圳大学 本科 2025 届

2021.09-至今

经济学院 供应链管理专业 供应链金融-商业保理特色班

• GPA: 4.06/4.5 (专业第三, 排名前 6%)

• 相关课程: 供应链金融实务、集装箱与多式联运、国际贸易理论与实务、智慧物流技术、区块链技术基础、运筹学、概率与统计

• 荣誉奖项: 第八届全国大学生物流设计大赛中国赛二等奖 (2024)、荔园之星 (2024)、校级学习之星一等奖 (2023)、公益之星一等奖 (2023)、优秀学生干部一等奖 (2023)、“保理英才”奖学金一等奖 (2023)、“正大杯”第十三届全国大学生市场调查与分析大赛国赛三等奖 (2023)、“腾讯益友”优秀班导生 (2023)、学生工作积极分子 (2023)、“尖峰时刻”第十五届全球商业模拟大赛校赛复赛三等奖 (2022)

实习经历

联易融数字科技集团有限公司 战略客户业务公司售前方案部 方案经理助理

2024.07-至今

一家头部的供应链金融科技解决方案提供商

• 方案设计与业务分析: 参加“联易融首届卓越方案挑战杯”比赛, 撰写某公司的供应链金融平台建设方案, 重点研究广汽汇理金融有限公司的商业模式, 提供有价值的市场洞察, 对比分析银行清分和司库清分的优劣, 提出具体详实的优化建议, 提高方案落地的可行性和创新性

Penta Lab.io 编辑部 实习生

2024.03-至今

一家独立的香港权威区块链研究所

• 行业研报与数据分析: 参与开发和维护主要的行业研报、日报等产品, 撰写 Uniswap、Aave (Defi 赛道) 相关研报, 负责 Token Terminal 的数据收集与分析, 并协助确定 PentaLab 的十维评分标准, 为研究所的分析报告提供坚实的数据基础

深圳市艾氟科技有限公司 市场运营部 实习生

2023.07 - 2024.03

一家小而美的区块链游戏科技公司

• 社区管理与市场推广: 负责区块链游戏 DegenVerse 业务板块 (GameFi 赛道), 每日关注并整理 Discord、X 等社交媒体矩阵用户数据, 管理 Medium、Mirror 等新闻输出渠道, 组织社区活动和主持 AMA, 确保社区的活跃度和用户参与度

• 市场推广与活动组织: 与游戏设计师密切合作, 完成每日推文的海报设计和内容交付工作。实习期间, X 平台粉丝增加 3k, Discord 社区新增导流 1k, 发布 5 篇新闻稿, 阅读量超过 1k。组织了 2 次 NFT 发售和 1 次 Degen Beta 测试活动, 显著提升了品牌曝光和用户参与

项目经历

“长春国际汽车城&一汽物流杯”第八届全国大学生物流设计大赛 组长

2023.11 - 2024.06

• 方案设计: 负责确定报告整体框架, 同时主要负责整车多式联运模块的问题分析、数学建模、算法设计、算例实验以及方案总结归纳

• 实地调研: 带队前往吉林省长春市一汽物流有限公司的智慧物流产业园、长春一汽职业技术大学实地调研, 同一汽物流有限公司的高管面对面交流, 结合一汽物流内部业务流程痛点分析和外部企业物流社会化经验, 撰写了 4 万字的《一汽物流数智调度决策优化方案设计》

区块链领域道易程 (DAism) 运营组 Co-Leader

2022.09 - 至今

• 市场运营: 协助负责项目宣传工作前期的规划设计、流程梳理和绩效评估, 组织市场调研, 并对需求进行整理和分析, 撰写需求文档, 运营规划黑客松 (Hackathon), 包括但不限于项目宣传、激励机制、理念构思等内容的规划与实施, 奖金池 \$5000+, 计划吸引人次 100+

• 媒体矩阵: 通过使用 Chat GPT 分析并汇报工作进度, 校对并翻译文档中的错误, 截至目前已翻译过数十篇英文文献, 同时在 Youtube、Instagram、X、Medium、Telegram、Discord 上向海外潜在用户输出项目内容, 参与“领航者”计划, 共同讨论“Enki”“丰碑”等智能公器

“正大杯”全国大学生市场调查与分析大赛 数据分析员、报告撰写主笔

2022.09 - 2023.04

• 问卷获取: 作为主要负责人之一, 实地走访和访谈调研工作, 高效准确地收集 8+ 深圳市各区商场的消费者实际数据, 实地走访小鹏、比亚迪等新能源汽车 4S 门店 20+, 访谈品牌高管及市场专业人士 15+ 人次, 回收消费者有效问卷 700+ 份, 有效的一手数据超过 5000+ 条

• 方案集成: 结合收集的一手数据和 10+ 份行业研报, 通过定性 (品牌调性和发展战略) 和定量 (消费水平和渠道数据) 分析, 对消费者人群进行细分, 刻画细分市场消费者画像, 提炼市场洞察, 推测新能源汽车市场的客群偏好迭代, 完成超 35000 字的市场调查分析报告

校园经历

共青团深圳大学委员会丽湖青年中心 外联部 副团干事

2021.09 - 2024.07

• 领导协调: 带领团队出色地完成“对外联络, 对内沟通”的任务, 成功组织 3+ 校级社团嘉年华, 吸引人流量 1000+, 活动赞助累计 ¥20,000+

• 项目管理: 启动校内场地管理项目, 基于腾讯文档场地借用网页, 提供查看、申请、审批的一站式服务, 累计点击 500+, 服务人次 500+

深圳大学经济学院学生党建工作委员会 人员组 组长

2021.09 - 2023.09

• 党员发展: 负责对接十三个党支部的党员发展, 任职期间整理 500+ 份档案, 整理数据 2000+ 条, 对接党员超 200 人, 组织会议 20+ 次

• 活动策划: 策划组织 5 场主题党日活动, 诸如“丹青华夏 赤心向党”书法比赛活动、“经读者”读书月等, 吸引 500+ 师生参与, 反馈良好

个人技能

• 证书: 英语 (CET-6) 证书、普通话二甲级证书、物流师职业能力等级认证证书

• 办公: Excel (能够使用数据透视表); PowerPoint (能够自主完成色彩搭配、版式设计、图表美化); Word (能够高效准确处理文稿)

• 技术: 数据分析 (运用 Amos Graphics、SPSS、EViews 实现数据可视化分析); 物流仿真 (使用软件 Flexsim 能够建立物流仿真模型, 测试方案效率); 编程技术 (使用 Python 编写过针对具体问题 GA 算法、Solidity 算法和 Ethereum 技术开发生态及 EIPs)



EDUCATION

Shenzhen University, Bachelor's Degree in Supply Chain Management, Class of 2025

•**GPA:** 4.06/4.5 (3rd in major, **Top 6%**)

•**Relevant Courses:** Supply Chain Finance Practice and Case Analysis, Containerization and Multimodal Transport, International Trade Theory and Practice, Smart Logistics Technology, Basics of Blockchain Technology, Operations Research

•**Honors and Awards:** **First Prize**, *University Learning Star Award* (2023), **First Prize**, *University Public Welfare Star Award* (2023), **First Prize**, *Excellent Student Cadre* (2023), **First Prize**, *"Factoring Talent" Scholarship* (2023), **Third Prize**, *"Chia Tai Cup" 13th National College Student Market Survey and Analysis Competition, National Competition* (2023), **Outstanding Class Mentor**, *"Tencent Yiyou"* (2023), **Second Prize**, *"8th National College Student Logistics Design Competition, China"* (2024)

INTERNSHIP

Linklogis Digital Technology Group Co., Ltd., *Pre-Sales Solutions Department, Assistant Solution Manager* July 2024 – Present
A leading provider of supply chain finance technology solutions

•**Solution and Business Analysis:** Participated in the "Linklogis First Excellence Solution Challenge Cup" competition. Drafted a supply chain finance platform plan, focusing on GAC-SOFINCO Automobile Finance Co., Ltd.'s business model. Provided market insights and compared bank clearing with treasury clearing, offering detailed optimization suggestions to enhance solution feasibility and innovation.

Penta Lab.io, *Editorial Department, Intern*

March 2024 - Present

An Independent and Authoritative Blockchain Research Institute in Hong Kong

•**Industry Reports and Data Analysis:** Developed and maintained key industry reports and daily updates. Authored reports on Uniswap and Aave (**DeFi sector**). Collected and analyzed data for Token Terminal. Assisted in establishing PentaLab's ten-dimensional scoring standard, providing a solid data foundation for the institute's analytical reports.

AICore Technology Co., Ltd., *Market Operations Department, Intern*

July 2023 - March 2024

A technology company specializing in blockchain games

•**Community Management and Content Operations:** Managed the DegenVerse business segment (**GameFi sector**). Monitored and organized user data from Discord and X daily. Managed news output channels like Medium and Mirror. Organized community events and hosted AMAs, ensuring community engagement and participation.

•**Marketing and Organization:** Collaborated closely with game designers to create daily promotional posters and content. During the internship, **increased** X platform followers by **3k**, added **1k new members** to the Discord community, and published **5 press releases** with over 1k reads each. **Organized 2 NFT sales** and 1 Degen Beta testing event, significantly boosting brand exposure and user engagement.

PROJECT

"Changchun International Automobile City & FAW Logistics Cup" 8th NCSLDC, Team Leader November 2023 – June 2024

•**Solution Design:** Led the development of the overall report framework. Focused on problem analysis, mathematical modeling, algorithm design, case experiments, and summary of the multimodal transport module for vehicles.

•**Field Research:** Led a team to conduct field research at FAW Logistics Co., Ltd.'s Smart Logistics Industrial Park and Changchun FAW Vocational and Technical University in Changchun, Jilin Province. Engaged in face-to-face discussions with FAW Logistics executives. Analyzed internal business process pain points and external socialized logistics experiences. Authored a 40,000-word *"FAW Logistics Intelligent Scheduling Decision Optimization Solution Design"*.

DAism(Blockchain Field) Operations Group, Co-Leader

September 2022 - Present

•**Market Operations:** Assisted in planning and designing project promotions, streamlining processes, and evaluating performance. Organized market research, analyzed needs, and wrote requirement documents. **Managed Hackathon** planning and execution, including project promotion, incentive mechanisms, and concept development. The prize pool was **over \$5000**, aiming to attract over **100 participants**.

•**Media Outreach:** Used Chat GPT to analyze and report work progress, proofreading and translating documents. Translated dozens of English papers. Created content for potential international users on YouTube, Instagram, X, Medium, Telegram, and Discord. Participated in the "Pioneers" program, discussing smart public tools like "Enki" and "Monument."

"Chia Tai Cup" National College Student Market Survey and Analysis Competition, DA

September 2022 - April 2023

•**Survey Collection:** As a primary lead, conducted field visits and interviews, efficiently gathering real consumer data from over 8 shopping malls across Shenzhen. Visited more than 20 new EV 4S stores like XPeng and BYD, interviewed over 15 brand executives and market professionals, and collected **over 700 valid consumer surveys**, resulting in more than **5000 effective first-hand data points**.

•**Solution Integration:** Combined first-hand data and over 10 industry reports to perform qualitative (brand tone and development strategy) and quantitative (consumption level and channel data) analysis. Segmented consumer groups, created detailed consumer profiles for the niche market, extracted market insights, and predicted trends in new energy vehicle market preferences. Completed a comprehensive market survey analysis report exceeding **35,000 words**.

PERSONAL

•**Certifications:** CET-6 in English, Mandarin Level 2 Grade A, Logistics Professional Certification.

•**Software:** **Data Analysis** (using Amos Graphics, SPSS, EViews for data visualization); **Logistics Simulation** (creating models and testing solutions with Flexsim); **Programming** (Python for GA algorithms, Solidity for smart contracts, and Ethereum development).

•**Campus Experience:** **Lihu Youth Center**, SZU Communist Youth League Committee, Deputy Director(September 2021 – July 2024), **Student Party Building Work Committee**, School of Economics, Team Leader(September 2021 - September 2023), Successfully organized 3+ university-level carnival events, attracting over 1000 attendees and accumulating sponsorships totaling ¥20,000+.