



## 周晶

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### EDUCATION

<b>Hong Kong Polytechnic University</b>	<a href="#">QS Top100</a>	2025.09 - 2026.10
Generating Artificial Intelligence and the Humanities Master		Hong Kong
• Courses: computer vision, ML, artificial intelligence concepts and their applications, computer fundamentals, natural language processing.		
<b>Tianjin University of Finance and Economics</b>		2020.09 - 2024.06
Radio and Television Studies Bachelor		Tianjin
• Honors: National Scholarship, Tianjin Outstanding Student, Ideological and Political Micro Film Third Prize (National Level), Tianjin Duguang Competition First Prize (Provincial Level)		
• AIGC thesis research: "AIGC in the network video platform application status and development strategy analysis -- to beep mile animation as an example"		

### PROFESSIONAL EXPERIENCE

<b>Guangzhou Pipi E-Commerce Technology Co., Ltd</b>	2025.07 - 2025.09
Product intern AI product group 2	Guangzhou
• <b>SAAS competition research and analysis:</b> grab and analyze <b>10</b> AI total Competition <b>article 80000</b> search keyword, refine the list of core functional requirements.	
• <b>AI product function on-line and optimization:</b> design and develop <b>11</b> new features (contains AI music, AI coloring pages, AI tattoos, AI translations and more), compose function pages.	
• <b>Optimize cue word engineering:</b> Write the prompt words at the bottom of the function and fix the product Bug prompt words.	
• <b>Perform SEO optimization:</b> execute programmatic SEO strategies to create <b>88</b> A special page; Build <b>35</b> outside the chain, success <b>14</b> article; Perform multilingual translation of website content.	
• <b>EDM Marketing:</b> A/B tests the content of the message and confirms the message sending policy. Send targeted advertising messages based on user billing status.	
• <b>Workflow optimization:</b> use AI tools to optimize multiple workflows and save 1h of daily work time.	
<b>Jiangmen Investment Management Consultants (Beijing) Co., Ltd</b>	2023.04 - 2024.06
Marketing intern Marketing Department	Beijing
1. New Media Operation-Public Number, Zhihu, Station B, Microblog, CSDN, YouTube	
• responsible for editing, reviewing and operating 2 public numbers, publishing 150 + technical articles, 50 + brand public relations articles and 10 + activity articles. According to the account data to open a new column, enhance user stickiness, to achieve net account growth from negative to positive.	
• Responsible for the content update, review and maintenance of new media platforms (Zhihu, Station B, Weibo, CSDN, YouTube). Compared with before taking over, it insisted on the frequency of regular updates at least three times a week and the high activity of the platform.	
• Responsible for content planning and original content output, such as festival hot spot planning, short video planning and production, etc., with high interaction and reading volume.	
• Conduct monthly data analysis of new media matrix and complete visual report. Through analysis and targeted account optimization suggestions, the average completion rate increased by 15%.	
2. Community operation-TechBeat artificial intelligence community	
• assist in the operation of TechBeat artificial intelligence community, edit 380 + articles on typesetting technology, and be familiar with markdown and Latex formula editor. The whole process of Talk was completed and put on shelves for a total of 80 + periods.	

- Through Zhihu, Public Number, Twitter, csdn and Arxiv, we explored the interpretation of cutting-edge technical articles and pitch authors to enter the community, and successfully invited Daniel in the field of 20 + artificial intelligence to enter the community.
- assist to complete monthly community data report, skillfully use Growing io monitoring website for product analysis and customer acquisition analysis.

### NetEase game

2022.05 - 2022.07

New media marketing intern Marketing Department

Guangzhou

- The microblog account responsible for the decisive battle of Ping An Jing games @ decisive battle of Ping An Jing Youjiu sauce, independently planned and completed the production of pictures and texts and released 1156 articles, produced and released 38 videos (15s-1min), with a net increase of 2w fans.
- Follow up the preliminary marketing work and season publicity of OPL's decisive match of Ping An Jing Professional League in spring and summer. The specific task is to broadcast the match in real time, arrange the highlight moments after the match, and produce pictures and videos. A total of 28 live broadcasts were followed up for 112 hours, of which the single broadcast was about 4 hours, and the special broadcast would be extended to 6 hours.
- Participate in the planning of OPL marketing events, create hot topics and improve the degree of discussion: the hot topic event of "feud meeting" when OPL's two top teams meet in the season; The fancy topic event planned in the early stage of the finals.

### zhongshan daily

2021.01 - 2021.03

Interns

Zhongshan

As a reporter intern, he is responsible for collecting, writing and editing news, involving political news, legal news, three rural news, entertainment news and other sections.

completed more than 80 interviews and more than 40 news reports. All articles were successfully published in Zhongshan Daily and Zhongshan "plus" APP. Four of the articles were on the learning power at the same time, with a cumulative reading of 15W. The highest article, "The News on Agriculture, Countryside and Farmers Giving Play to Waste Heat, Zhongshan's Old Technician Helps New Variety Crops Smoothly & rdquo; Home & ldquo;" The reading volume was 91512 and the praise volume was 5883.

## MISCELLANEOUS

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- **Skills:** Proficient in using PS, pictorial and other image processing software; Proficient in using PR, AU, AE, shear (professional version) audio and video processing software; Basically master SPSS, Python, Tableau and other data processing software; Proficient in using AI tools such as ChatGPT, Gemini, DeepSeek, bean bags, etc.
- **Languages:** IELTS:6.5
- **Interests:** Badminton, Photography