

LINGYU ZHONG

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Digital Marketing Manager, Virk4000 ApS
2800 Kongens Lyngby, Denmark

EDUCATION

Jiangxi Normal University, Jiangxi, China September 2014 - July 2018
Bachelor: English (The Top-Ranked University in Jiangxi Province) Overall GPA: 3.2/4.0
Graduate Thesis: A Rhetorical Analysis of Metaphors in Barack Obama's Speeches: Exploring the Power of Symbolic Language in Political Discourse
Core Courses: English Audio-Visual, Speaking, Reading, Writing, and Grammar, Linguistic, English-Chinese Translation, Computer Culture Fundamentals, Access Database Technology, English Test and Method, Nutrition and Food Science, Modern Education Technology, Action Research for English Teacher.
W3C School, Online (www.w3schools.com) September 2023 - Present
Core Courses: Python, HTML, CSS, JavaScript, and more (Continuously updating skills and knowledge).

LANGUAGE SKILLS

1. **English:** Professional proficiency, with China's most prestigious TEM 8 and IELTS 7.0.
2. **Danish:** Basic proficiency, currently working towards completing the PD3 course.
3. **Japanese:** Basic proficiency, as a second language in the bachelor's program.
4. **Chinese:** Native speaker

EXPERIENCE

Virk4000 ApS, Copenhagen, Denmark November 2024 - Present
Digital Marketing Manager (Part-time)

- **Strategic Digital Marketing Execution:** Lead marketing strategies across platforms like Facebook, Instagram, TikTok, and Shopify, driving brand awareness and market share through innovative digital solutions and data-driven decision-making.
- **E-Commerce and Advertising Optimization:** Oversee Shopify e-commerce operations, implementing SEO/SEM strategies and managing paid advertising on Google, Facebook, and Instagram to optimize ROI and improve conversion rates.
- **Cross-Functional Collaboration for Business Growth:** Collaborate with product development and tech teams to align marketing efforts with business goals, fostering an entrepreneurial mindset and enhancing overall business performance.

Copenhagen Huawei Forening, Copenhagen, Denmark August 2024 - Present
Coordinator (Volunteer) *Copenhagen Huawei Forening is a non-profit, non-political organization dedicated to promoting cultural and artistic exchange between China and Denmark.*

- **Cross-Cultural Collaboration and Event Planning:** Assist in planning and executing cultural events, fostering collaboration between China and Denmark, and enhancing project management skills.
- **Strategic Planning and Process Evaluation:** Support semester planning and forecasting for activities, and evaluate Chinese language courses, focusing on teacher performance and cultural relevance.
- **Teaching and Communication Skills Development:** Teach Pinyin and Chinese phonetics, improving communication skills and fostering understanding in both cross-cultural and entrepreneurial settings.

Jiangxi Dintel Battery Technology Co., Ltd., Jiangxi, China
Start-up Team Member and Overseas Sales Manager

March 2021 - July 2024

- **Start-up Project Management:** Contributed to project initiation, ensuring compliance with energy, environmental, and safety regulations, while collaborating with government departments in the early stages of the start-up.
- **Global Marketing and Expansion:** Spearheaded digital marketing efforts on platforms like Facebook, LinkedIn, and Alibaba, increasing brand visibility and expanding the customer base in international markets.
- **Cross-Cultural Market Development:** Collaborated with a cross-functional team to create and implement international market strategies, leveraging data insights to optimize outreach and customer acquisition.

Yichun Jingdu Middle School, Jiangxi, China
English Teacher

July 2018 - January 2021

- **Innovation and Problem Solving** Designed and implemented innovative English lesson plans to enhance students' language skills, while fostering critical thinking and problem-solving abilities.
- **Communication and Coordination** Maintained effective communication with students, parents, and school administrators to ensure teaching plans aligned with students' needs and goals.
- **Technology Integration and Management** Utilized digital tools and online learning platforms to optimize teaching effectiveness and improve student learning experiences, demonstrating the ability to integrate technology into teaching and management processes.

CERTIFICATIONS

1. IELTS 7.0 (Overall Score)
2. Test for English Majors Grade Eight (TEM 8, the highest level of English major in China)
3. Test for English Majors Grade Eight (TEM 4)

PROFESSIONAL COMPETENCE

1. **Strong Communication Skills:** Effectively communicate with team members, clients, and stakeholders to ensure clear information exchange and build trust.
2. **Digital Marketing Expertise:** Master digital marketing strategies like social media, SEO, and online ads to boost brand visibility and market share.
3. **Technical Insight and Application:** Deep understanding of technologies to solve problems, drive innovation, and maintain competitive advantage.
4. **Business Acumen and Strategic Vision:** Ability to turn innovations into profitable business models and make strategic decisions to optimize growth.
5. **Leadership and Team Building:** Lead and motivate teams, foster collaboration, and drive the company towards its long-term goals.

PLANNED COURSES

AI Fundamentals, ReDI School of Digital Integration, Copenhagen (Planned): Courses include **Machine Learning Basics**, **Natural Language Processing (NLP)**, **Computer Vision**, **Responsible AI**, and **Hands-on AI Tools**.

ONGOING AND PLANNED COURSES

1. **Sunny Yang:** CEO of Jiangxi Dintel Battery Technology Co., Ltd. Email: sunny-yang@dtlbattery.com
2. **Yang Li:** President of Copenhagen Huawei Forening, Scientist for Product Transfer at Nova Nodisk
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