

Izeon Zhang

Cross-Border E-Commerce Operator



22 years old



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Xi'an City, Shaanxi Province



EDUCATION

2022.09–2026.06 **Xi'an University of Posts & Telecommunications** **Network and New Media**

Short Video Production and Operation, New Media Planning and Operation, Online Marketing Strategy and Creativity, Brand Planning and Promotion in New Media, Photography and Videography, Digital Image Creativity and Design, Online Public Opinion Monitoring and Analysis, Introduction to Journalism, Cross-Border E-commerce Operation and Content Creation. (Bachelor)



WORKING EXPERIENCE

Jan 2025 – Jun 2025

Guangzhou Dianhui Network Technology Co., Ltd.

Cross-Border E-commerce Operations (B2B)

- Independently handled product photography, post-production editing, and publishing; managed daily operation and optimization of TikTok and other platform accounts.
- Monitored and analyzed account data and adjusted content strategies based on data feedback.
- Increased monthly account exposure by 120% and inquiries by 80% through optimized video content and layout, significantly improving conversion rates.
- Produced over ten viral videos with millions of views across various industries.

Oct 2024 – Dec 2024

Xi'an Zhenpinzhiyou Technology Co., Ltd.

Cross-Border E-commerce Operations (B2C)

- Managed independent product selection and TikTok shopping cart integration; optimized store operations; responsible for video editing and production to enhance product appeal.
- Assisted in developing and executing marketing strategies to improve store activity and user engagement.
- Increased click-through rate of promotional videos by 35% and boosted related product GMV by 25% for a new store.



CERTIFICATION & SKILL

- **Certificates:** CET-6, CET-4 (fluent in English listening, speaking, reading, and writing)
- **Platform Operations:** Proficient in TikTok Shop backend operations; familiar with Amazon and Temu platform rules and operational strategies.
- **Data Analysis:** Skilled in using Excel (PivotTables, VLOOKUP) and Google Analytics ; able to identify issues and drive optimizations.
- **Digital Marketing:** Experienced in TikTok and Amazon SP ad campaigns; adept at driving external traffic through influencer collaborations and social media content matrices (TikTok, Instagram).
- **Language Skills:** Basic proficiency in Japanese, French, and Spanish; understanding of cross-cultural habits across different countries and regions.



SELF-ASSESSMENT

Graduate in Network and New Media with solid experience in cross-border e-commerce. Skilled in multi-platform operations, data-driven optimization, and full-cycle campaign management. Equipped with strong multilingual skills and a cross-cultural perspective aimed at delivering value in global e-commerce.