

# Beite Zhu

Seattle, WA | [zhubeite@gmail.com](mailto:zhubeite@gmail.com) | +1 206 226 2903 | [linkedin.com/in/beite-zhu](https://www.linkedin.com/in/beite-zhu)

## PROFILE

Proven product manager and marketing professional with 7 years of experience in the tech industry. Successfully designed and launched app and SaaS products. Expertise in Product Management, Marketing and Data-driven decision making for both B2B and B2C products.

## WORK EXPERIENCE

### Synology

Taipei, Taiwan

(Top 1 Network Attached Storage [NAS] provider worldwide, providing information technology & services)

Product Manager (Software)

Mar. 2020-Jun. 2023

- Product Strategy
  - Addressed cybersecurity concerns by introducing a network separation feature, **leading to a 29% YoY increase** in router product line revenue (US\$3.2m).
  - Designed/launched Two-factor authentication (2FA) and password-free login methods of Synology cloud security/authentication service (Synology Account, over 5m users): Increased daily 2FA and password-free login setup rate 230% MoM; decreased support tickets 80%, saving tech support engineer time & preventing potential data leaks.
  - Designed & delivered piracy-prevention system: Prevented action from 20k pirate users in China within 1 year.
- Leadership: Led a 3-member team in charge of Synology Cloud Storage(SaaS product), Hyper Backup (1 of 4 main backup software apps), and data security.
- Project Management:
  - **Worked with up to 14 members (9 functional teams)** to design, develop & launch mobile app/router operations system; Redesigned app, **increasing app score from 3.0-4.8/5 stars in app store** within 3 months;
  - Led integration of Synology online services to Synology Account across 5 RD teams & 3 business units: Integrated cloud service settings into 1 portal, increasing login speed 66%.
- User Analysis: Interviewed 13 users (from pool of 1k users) to optimize UX process: Reduced router setup steps 50% and sped up router setup time 66%; decreased setup failure-based returns through Amazon 30% YoY. Initiated router app market insight report, sharing feedback from 2k users with division & router teams (50 members).
- Product Marketing: Implemented the **go-to-market strategy** for Synology Cloud Storage with data, led website redesign, **resulting in a 25% sales growth** within 3 months; Oversaw creation of router user guide/help documents, translated terms into user-friendly language, 70% users found articles helpful (+10% than avg).

Senior Marketing Specialist

Oct. 2017-Mar. 2020

- Growth Marketing: Led a 3-member team in supporting 4 sales reps to achieve 51.5% revenue growth over 2 years(US\$4.9b value growth); used LinkedIn/email to gain +150% new customers YoY; Delivered 9+ digital marketing campaigns, 20+ emails with average 20% open rate and 2.1% click rate.
- Global Marketing Strategy: Built go-to market strategies in 6 countries: Included advertising, online campaigns, lead-generation, Key Opinion Leader (KOL) events, press conferences, seminars and annual business user events; Managed relationships with 35 ASEAN media sources & 6 PR agencies; Organized online training and monitored 15 distributors marketing performance
- Event Marketing: Planned & organized 25 Synology branding events across Southeast Asia: Press conferences & KOL events generated +50% media exposure YoY (270 articles, including product reviews and interviews); Organized and presented at 12 international exhibitions/conferences (with 9 events leading to 27 successful projects)

Viscovery (AI Startup focused on providing Vision AI solutions to retail & e-commerce industries)

Taipei, Taiwan

PR Specialist

Sep. 2016-Sep. 2017

- Established and maintained relationship with 23 Taiwanese/international media sources: Earned free media interview
- Worked with China PR team on integrated marketing strategy for consistent brand image (Taiwan, China, overseas)
- Led official website renewal, increasing visitors 200% MoM: Worked with CEO, technical writer & UI designers

## SKILLS

**Technical:** Microsoft Excel | Python | Numpy | Pandas | SQL | Tableau | Figma

**Languages:** Chinese (Native); English (Fluent); Japanese (Basic, N2)

## EDUCATION

University of Washington

Seattle, USA

M.S. Information System

June. 2023-June.2024

Jilin University

Changchun, China

M.A. Chinese Contemporary Literature

Sep. 2013-Jun. 2016

Jilin University

Changchun, China

B.A. Literature & History (Double major)

Sep. 2009-Jun. 2013