Here is the professional English translation of Su Shijie's resume:

​**​Su Shijie​**​  
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​**​Work Experience​**​

​**​2022.07 – Present​**​  
​**​Shanghai Kaima​**​  
Business Lead

​**​Overview:​**​ Responsible for profit growth of cash loan businesses across multiple markets. Served as Business Lead and Product Lead.

### 1. ​****​Business Development Leadership​****​

* Oversaw cash loan operations in Mexico, Nigeria, Thailand, and other markets, directly accountable for project profitability. Developed, deconstructed, and executed business plans while coordinating cross-departmental resources to enhance profits.
* ​**​Profit Growth:​**​ Analyzed profitability models of diverse products (Android/iOS, single-installment/multi-installment loans) to formulate short-term rapid and long-term sustainable profit strategies. Coordinated product development and operational promotion, establishing cross-departmental collaboration mechanisms. Drove Mexico project annual net profit growth from ¥12M (2022) to ¥35M (2023).
* ​**​Product Expansion:​**​ Designed innovative multi-installment product architecture and launch plans for the Mexican market (characterized by high interest rates and defaults), leveraging insights from Indonesia’s OJK regulations and China’s cash loan industry. Optimized product displays, collection, and risk control strategies to achieve weekly profitability within six months.
* ​**​App Publishing Team Building:​**​ Streamlined account registration, packaging, and publishing processes. Established dedicated iOS/Android publishing teams, reducing packaging time from 28 to 23 days and increasing short-term product publishing success rates from <60% to ~90%.
* ​**​New Market Expansion:​**​ Led 0→1 market entry for Nigeria and Thailand, conducting feasibility studies, acquiring local financial licenses, and building teams. Achieved weekly profits of ₦20M in Nigeria and operational process validation in Thailand.

### 2. ​****​Product Process Optimization​****​

* ​**​Front-End Conversion:​**​ Analyzed user drop-off points and implemented page redesigns, process simplifications, and integrated marketing/call strategies to enhance user experience and decision speed. Increased registration rates from 78% to 85% and loan application rates from 63% to 71%.
* ​**​Repeat Loan Rate Optimization:​**​ Streamlined repeat loan processes via repayment status synchronization, UI adjustments, and loan product display optimizations. Launched a membership system to boost retention, increasing new-customer repeat loan rates from 65% to 72%.
* ​**​Outbound Call System:​**​ Built end-to-end call workflows including user filtering, script standardization, and KPI tracking. Developed product features (user extraction, auto task allocation, one-tap calling, tagging) to systematize outreach for non-applicant/non-repeat users, driving conversion.
* ​**​Customer Service:​**​ Established a full-cycle CS system with functional modules (ticket submission, task assignment, follow-up, evaluation) and process mechanisms (complaint handling, performance management, escalations). Reduced issue resolution time from 3 days to 1 day and eliminated severe user complaints.

### 3. ​****​App Publishing​****​

* ​**​Publishing Strategy:​**​ Researched Google Play/Apple Store policies and market practices, developing methodologies for release timing, privacy/loan agreement compliance, sensitive permission management, and app stability. Maintained 100% Android app availability in Mexico since 2022 (0 takedowns).
* ​**​Account Registration:​**​ Streamlined Google/iOS account registration processes amid tightening 2024 policies, ensuring stable iOS account supply and 0 Google account suspensions.

​**​2022.04 – 2022.07​**​  
​**​ByteDance​**​  
Product Operations

​**​Overview:​**​ Owned end-to-end delivery and user feedback for product requirements of ByteDance’s internal workforce planning system.

* ​**​Mid-End Product Optimization:​**​
  + Conducted NPS surveys and user interviews to identify pain points across 6 user roles, leading cross-module initiatives.
  + Designed and validated workforce forecasting features via gray releases, user feedback collection, and data analysis to refine iterations.
  + Streamlined collaboration workflows by establishing standardized protocols, eliminating misalignment and delivery delays.
  + Built a core data indicator framework across 7 business stages and 3 dimensions (platform/operations/system), enabling phased data-driven optimization.

​**​2020.12 – 2022.04​**​  
​**​Meituan​**​  
Product Operations

​**​Overview:​**​ Drove supply-side product iterations to enhance KA (Key Account) merchant quantity/quality and KA business efficiency.

### 1. ​****​Tool Product Iteration​****​

* ​**​Product Design:​**​ Launched the "Public Pool" project with merchant identification and task dispatch features. Piloted across two internal KA teams, increasing brand store activation rates by 3.8pp.
* ​**​Merchant Quality Improvement:​**​ Designed a "Store Rating System" using 11 metrics across user journeys to guide improvements, raising premium store share by 13.85pp.
* ​**​Project Management:​**​ Spearheaded the "72-Hour Launch Initiative" to address onboarding bottlenecks via tool/process optimization, boosting launch efficiency by 23.3pp through risk management and stakeholder alignment.

### 2. ​****​Data Product Development​****​

* ​**​Business Planning:​**​ Built a KA reporting system (operational/analytical/routine data) to enhance efficiency and support long-term growth.
* ​**​Feature Iteration:​**​ Upgraded fee renewal tools (calculator/validator) via cross-department collaboration, saving 2 hours per task.
* ​**​Scenario Expansion:​**​ Improved data granularity and metric calibration to cover >90% of business analysis needs, resolving inaccuracies in ad/subsidy data.
* ​**​Data Analysis:​**​ Monitored campaigns via A/B tests and city pilots, performing root-cause analysis on anomalies to inform strategic decisions.

​**​Education​**​

​**​2019.8 – 2020.9​**​  
University of New South Wales  
Master of Commerce (Business Analytics)

​**​2015.9 – 2019.6​**​  
Wenzhou-Kean University  
Bachelor of Arts (Accounting)

​**​Skills​**​

* ​**​Data Tools:​**​ SQL (incl. window functions), Excel, VBA
* ​**​Product Tools:​**​ Axure, MockingBot, Xmind
* ​**​Visualization:​**​ Power BI, Tableau