

Ziyu Zeng

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KEY ACHIEVEMENTS

- Leveraged 6 years of B2B sales expertise in FinTech field, drove \$1M+ in revenue with substantial growth
- Secured the highest number of meetings at 3 cold calling contests at Intralinks, 1st place & 2nd place
- Working as a paid part-time singer at Westin Bund Center Shanghai, a luxury hotel under Marriott Group

EDUCATION

MSc. Management: Cranfield University, School of Management, United Kingdom **2017 - 2018**
BSc. Finance and Business (Hons): University of Sussex, Business School, United Kingdom **2014 - 2017**

CAREER HISTORY

SS&C Intralinks: Shanghai, China - Sales Associate Jan 2024 - Present

- Working as a Sales Associate, reporting to China Sales Manager, working with account executives and CSM
 - Identifying decision-makers for 10 accounts, cultivating robust relationship with bulge bracket banks
 - Supporting sales reps throughout the sales cycle, including lead generation, opportunity discovery, product demonstrations, proposal preparation, objection handling and client service transition
 - Prospecting using LinkedIn and Wind, filtering relevant leads through Sales Navigator & ZoomInfo, exporting and maintaining contact information in Salesforce to expand opportunity pipelines
 - Timely responding to incoming lead inquiries on Drift as the point of contact of APAC region
 - Capturing and reporting on China-related business activities, maintaining weekly sales forecast data

Tianhe Guoyun Technology: Changsha, China - BD Manager Mar 2022 - Jan 2024

- Worked as a Business Development Manager and reported to Head of Web3 Research Hub
 - Achieved ¥4.5m (\$630k) revenue for blockchain SaaS, acquired 800 clients and 120 sales channels
 - Managed partnerships for AI SaaS and provided sales training to 200 sales reps at Baidu AI
 - Managed 20 key accounts, delivered sales pitches and customized demos to 70 leads across 5 industries, cross-selling a range of AI SaaS products, software development, and payment services
 - Prospected leads through events, business connections, government relations and social platforms
 - Streamlined client acquisition standard of process, collected valuable feedback for the R&D team

Binance: Shanghai, China - BD Manager of Binance Institute Jan 2020 - Feb 2022

- Worked as BD Manager at Binance China Institution and reported to Binance Institution Lead
 - Top sales in client acquisition of a technology course, achieved \$185k in revenue (80% of total sales)
 - Hosted 12 business events in 5 cities, attracted 200 leads and introduced core services to them
 - Managed a liquor non-fungible token project, in charge of marketing and stakeholder management
 - Facilitated collaborations with Agricultural Bank of China, Amazon Web Services and Lingang Group
 - Promoted Binance Institute in 12 universities in China, referred students to 150 tech employers

Dezan Shira & Associates: Shanghai, China - International Business Consultant Jul 2019 - Dec 2019

- Worked as an International Business Consultant and reported to the Head of International Business
 - Managed 60 leads on CRM, held business consultancy sessions and followed up timely
 - Accelerated 8 deals won on services including legal, HR payroll, Accounting and Tax, and IT
 - Organized consulting events and attended international business events for prospecting

IT SKILLS & MORE

ZoomInfo	<div><div></div></div> 80%	Languages:	Native Chinese Mandarin, fluent English
Salesloft	<div><div></div></div>	Hobbies:	Singing, golf, vlogging
Salesforce	<div><div></div></div> 90%	Others:	C2 driving license
Office Suite	<div><div></div></div>		