

周焯凡

性别：男 出生年月：1992 年 3 月

Email: yefanz@sina.com

电话：+86 189 1820 6659



工作经验

北京彩彻区明科技有限公司

北京

产品经理

2019 年 8 月 - 至今

- **广告系统设计**：负责服务器端和客户端广告系统设计与调控，通过实时配比广告来源、广告位和展现形式等，持续优化彩云天气 App 的 eCPM，实现了疫情影响下 DAU 降低但广告收入季度环比 250% 的增长
- **会员体系设计**：通过整合定价策略、多级会员和分享机制，使得彩云天气 (Free & Pro) App 下载及付费会员收入月增长达到 200%，同时提升了品牌在相关社群的话题度
- **客户端产品设计**：打造 App 和小程序联动的产品矩阵，采取 Scrum 模式，协调开发、设计、测试等资源，利用 sketch/墨刀/Trello/石墨文档等输出 PRD，DAU 同比增长 15% (无广告投放)，新用户月留存率超过 75%

市场运营

2019 年 6 月 - 至今

- **数据分析**：分析包括但不限于千万用户、百万日活的流量建设与用户维系产生的大量数据，涉及用户画像、活跃、留存、付费、互动等，通过日常数据跟踪及时调整迭代方向
- **内容生产**：权衡产品性质和团队资源，在“抖快 B 微”和自有平台展开以雷达图、卫星图等核心功能为基础，以台风、暴雨等为触发点的技术运营；独自设计并完成微信公众号文章 25 篇，最高阅读量 1 万+
- **用户维系**：深入内部渠道接收用户反馈的第一线，处理 App、微信/QQ 社群的各类产品建议、测试反馈、意见投诉等
- **外部对接**：与政府部门和相关企业对接，主导制定中国气象局行业标准《公众气象观测规范 天气现象》(复审阶段)；参与活动策划与落地，联合彩云小译参加 2019DCT+ 数字创意大会

安卓开发工程师

2019 年 6 月 - 2019 年 8 月

- **安卓开发**：“临危受命”负责彩云天气 Android 5.0.8-5.0.10 的开发、维护、(AB) 测试、发版等工作

算法工程师

2018 年 9 月 - 2019 年 6 月

- **工程开发**：与数据平台组(CTO)合作，最小化机器成本，提高链路稳定性和代码复用率，主要语言是 python，从 0 到 1 上线 48 小时预报数据(图)共 148 类/天、全球雷达拼图等，推动了产品全球化进程，获得 CEO 高度评价

上海市浦东新区气象局

上海

综合业务经理

2016 年 7 月 - 2018 年 8 月

- **综合业务**：负责浦东新区天气预报、测报和气象服务工作，预报准确率个人平均排名全市前 10%，参与撰写《近十年淀山湖水质变化及与气象条件关系》，蝉联 2017-2018 上海市气象局长跑冠军

教育背景

南京信息工程大学

南京

气象学学术硕士 (提前一年毕业)

2014 年 9 月 - 2016 年 6 月

大气科学专业本科 (专业排名全国第一)

2010 年 9 月 - 2014 年 6 月

- 以第一作者身份在英国皇家气象学会 (the Royal Meteorological Society, UK) 发表 SCI 论文《Possible impacts of mega-El Niño/Southern Oscillation and Atlantic Multidecadal Oscillation on Eurasian heatwave frequency variability》
- 获得江苏省优秀学术型硕士研究学位论文、南京信息工程大学优秀硕士毕业论文、优秀硕士奖学金、优秀本科毕业生
- 连续 2 年担任南京信息工程大学网球协会会长，获得江苏省大学生网球比赛三等奖

其他信息

- 语言：普通话 (母语)，英语 (流利)；CET4 610, CET6 620

Ivan ZHOU

Gender: Male Birth Date: Mar.,1992
Email: yefanz@sina.com
Mobile: +86 189 1820 6659



EXPERIENCE

Beijing ColorfulClouds Technology Ltd.

Beijing

Product Manager – ColorfulClouds Weather

Aug 2019 – currently

- **Ad System Design:** Proposed and regulated a in-house ad system on both server and App sides, continuously optimizing eCPM to achieve the quarterly revenue growth rate of 250% under the depression caused by the global coronavirus pandemic
- **Membership System Design:** Lifted App downloads, VIP and SVIP revenue by 200% through pricing strategy, multi-level membership and sharing mechanism, increasing the brand popularity in the corresponding communities
- **App Design:** Reached a 15% year-on-year DAU growth without advertising, as well as over 75% monthly retention of new users. Conducted a product matrix of App and Applet by leading the scrum, coordinating the developing, design and testing resources and writing PRD based on sketch/Trello/shimo, etc.

Marketing & Operation

Jun 2019 – currently

- **Data Analysis:** Analyzed data involving user portrait, activation, retention, revenue and interaction produced in the flow of over ten million users and one million DAU
- **Content Generation:** Promoted technical operations triggered by topical issues such as typhoon and rainstorm utilizing radar and satellite animations upon TikTok, Kwai, Bilibili and ColorfulClouds. Delivered 25 articles in ColorfulClouds official WeChat account with a maximum page view over ten thousand
- **User Management:** Led in the forefront of the inside access to user feedback, handling the suggestions, testing feedback, comments and complaints of App and Wechat/QQ groups
- **External Communication:** Connected with the government departments and related enterprises, led the industry standard *Specifications for public meteorological observation – Weather phenomena* for China Meteorological Administration, and participated in the DCT+ digital creativity conference in 2019 with LingoClouds

Android Developer

Jun 2019 – Aug 2019

- **Android Development:** Responsible for code developing, maintaining , (AB) testing and releasing of ColorfulClouds Weather for android

Algorithm Engineer

Sep 2018 – Jun 2019

- **Engineering Development:** Exploited the 48-hour forecast from scratch to release a dataset and image gallery of 148 physical quantities updated daily and global radar mosaics to promote the globalization process. Minimize the machine cost, improve the coding stability and reusability in Python

Shanghai Pudong Meteorological Service

Shanghai

General Business Manager

Jul 2016 – Aug 2018

- **General Business:** Made synoptic forecast, observation and service for Pudong as top 10% weathermen in Shanghai and coauthor of *Relationship between water quality change and meteorological conditions in Dianshan Lake during the recent ten years* and two-time long-distance running champion in a row of Shanghai Meteorological Service

EDUCATION

NANJING UNIVERSITY OF INFORMATION SCIENCE AND TECHNOLOGY

Nanjing

Master of Meteorology (achieved the academic degree a year earlier)

Sep 2014 to Jun 2016

Bachelor of Atmospheric Science (currently major ranking 1st in China)

Sep 2010 to Jun 2014

- First author of *Possible impacts of mega-El Niño/Southern Oscillation and Atlantic Multidecadal Oscillation on Eurasian heatwave frequency variability* published in the Royal Meteorological Society, UK
- Received honor including excellent academic Master research dissertation of Jiangsu province, excellent master thesis of NUIST, scholarship for both outstanding master and undergraduate, etc
- Two-time president of NUIST tennis association, 3rd in the tennis competition among colleges in Jiangsu province

ADDITIONAL

- Languages: Mandarin (Native), English (Fluent)
CET4 610; CET6 620