

周焯凡

近两年产品经验，写过代码和公众号，做产品帮我寻找新的角度看世界

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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

- **商业-广告系统设计**：以盈利为目标、聚合广告 SDK 为主要途径，实时调控广告策略，提高了彩云天气 App 广告变现效率 (eCPM)，2020 年 Q3 和 Q4 广告收入同比增长 150%
- **商业-会员体系设计**：着眼于长期用户价值，通过探索整合定价策略、多级会员和分享机制，使得会员及付费 App 收入同比增长 250%，同时提升了品牌在相关社群的话题度
- **增长-C 端产品设计**：持续提升产品价值和体验，采取 Scrum 模式，协调开发、设计、测试等资源，利用 sketch/墨刀/Trello/Jira/飞书等输出 PRD，2020 年 DAU 自然增长 20% (近期团队在推进 App 出海的工作)

市场运营

2019 年 6 月 - 至今

- **数据分析**：利用火山引擎 DataFinder、友盟+、Appsflyer 等工具的事件、留存、转化、路径、归因等功能，提高投放效率，分析核心功能效果，调整迭代方向，实现追踪用户从渠道到变现的路径闭环
- **内容生产**：产品线涉及的所有文案；独自设计并完成微信公众号文章 25 篇，最高阅读量 1 万+；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
- **社群维护**：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，主导完成中国气象局行业标准《公众气象观测规范 天气现象》(即将发布)；参与活动策划与落地，参加 2020 果壳十周年线下活动-有意思博物馆、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**：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 (线上稳定运行 20 个月，至今无 bug)、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
- 作品集见 <https://www.notion.so/lvan-Zhou-a276781cd46b442ba8c3df13d2e94e54>

Ivan ZHOU

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EXPERIENCE

Beijing ColorfulClouds Technology Ltd.

Beijing

Product Manager – ColorfulClouds Weather

Aug 2019 – currently

- **Ad System Design:** For profit, the ad SDKs ensemble and the real-time ad strategy regulation should be the main avenue to raise the eCPM and achieve the year-on-year advertising revenue growth rate of 150% in the 3rd and 4th quarter
- **Membership System Design:** Targeted at the long-term user value, Lifting the year-on-year App downloads and VIP revenue by 250% through pricing strategy, multi-level membership and sharing mechanism with the brand popularity increased in the corresponding communities
- **App Design:** Targeting at excellent user experience and commercial revenue efficiency, with a 20% natural DAU growth, led the scrum to coordinate the resources and output the PRDs based on sketch/Trello/Jira, etc. (overseas promotion recently)

Marketing & Operation

Jun 2019 – currently

- **Data Analysis:** Using the event, retention, conversion, path, attribution of the DataFinder, Umeng+ and Appsflyer to improve the advertising efficiency, analyze the effect of key features, adjust the direction of iteration, and realize the closed-loop path of tracking users from channel to revenue
- **Content Generation:** All the product-related paperwork; Promoted technical operations 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 10th anniversary of Guokr, Nov 2020 and DCT+ digital creativity conference, Dec 2019

Android Developer

Jun 2019 – Aug 2019

- **Android Development:** Responsible for the 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 (stable online for 20 months, no bug so far) and global radar mosaics to promote the globalization process. Minimize the machine cost, improve the coding stability and reusability in Python-highly rated by CEO

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 (NUIST)

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
- Check out my portfolio for more details: <https://www.notion.so/Ivan-Zhou-a276781cd46b442ba8c3df13d2e94e54>