

Yuhong Zuo

+86 167-2152-5514 | zuoyuhonglucky26@163.com

EDUCATION

Hebei Normal University of Science & Technology

09/2022 - 06/2026

Bachelor of Management in Information Management and Information Systems

GPA: 83.28/100

INTERNSHIP EXPERIENCE

Shenzhen Broadcasting Digital Technology Co., Ltd.

09/2025 - present

Data Analyst (AI Direction)

- Processed text and metadata for group news, short videos, and variety shows
- Utilised NLP techniques to structure unstructured data, supporting retrieval and recommendation in the intelligent media asset system
- Assisted algorithm engineers in cleaning, deduplicating, and filtering large-scale web-crawled and internal data for training vertical large language models (e.g., automated news drafting, video summarization), removing low-quality and non-compliant content
- Designed and executed data annotation tasks according to business needs
- Participated in establishing data quality monitoring processes, automating the detection of data consistency and accuracy through script development
- Enhanced accuracy in key metrics of cleaned and annotated training data by approximately 15% compared to raw data through data analysis

Hong Kong Yongcheng International Co., Limited

01/2025 - 02/2025

E-commerce Information Operations Intern

- Assisted in the daily operations of cross-border e-commerce platforms (Temu, Ozon), including product listing, link optimization, inventory monitoring, and order processing
- Independently maintained information for over 100+ SKUs and contributed to increasing the store's conversion rate
- Participated in ERP system data entry and process optimization and assisted in building automated report templates to reduce manual verification time
- Performed market research and sales analysis to devise product and pricing strategies, enabling successful product launches that exceeded HKD \$50,000 in monthly revenue

Shenzhen Rise Industrial Operation Co., Ltd.

07/2024 - 08/2024

Enterprise Information Platform Management Intern

- Assisted in the industrial policy research for the Guangdong-Hong Kong-Macao Greater Bay Area and completed the interpretation and matching analysis of some policy documents (including the Qianhai Special Policy and Hong Kong BUD Fund)
- Compiled the "Strategic Emerging Industries Subsidy Guide" and supported 35 companies in the preliminary review of their policy application materials
- Participated in industry research on artificial intelligence, new energy, and other sectors, collecting and organising market size data for 10 sub-fields

PROJECT EXPERIENCE

System Development Projects

06/2025 - 10/2025

Core Developer

➤ **E-Commerce Platform Data Analysis and Reporting System (Full-Stack Project)**

- Independently developed a full-stack e-commerce analytics system that implements multi-dimensional statistics and visualization for user, order, and sales data, utilising Spring Boot, Vue.js, MySQL, Redis, and RabbitMQ

- Achieved comprehensive application of high-concurrency backend processing, data caching, and message queues in real business scenarios
- **"See You Again" Tourism Content Platform Prototype (Web Project)**
 - Designed and implemented an early-stage prototype for a tourism content platform, exploring the structured management and visual presentation of travel information, utilising JSP, JDBC, MySQL, and HTML/CSS
 - Significantly reduced the system's data retrieval response times and enhanced the user experience by optimising MySQL indexes
- **AI Image Tag Generator (Data Analysis Project)**
 - Built a web application that leverages AI to analyse image content and automatically generate tags, identifying subjects, scenes, and attributes, with the results visualised on the webpage
 - Utilised HTML, CSS (TailwindCSS), Node.js, Express.js, and locally deployed models via Ollama including LLaVA:13b and Qwen-VL (for testing)
 - Achieved automated analysis and intuitive presentation of image content, enabling automatic tagging for media asset libraries

EXTRACURRICULAR EXPERIENCE

Culture and Sports Department of the Student Union, Head of Event Planning Team 2022 - 2023

- Organised 10+ campus events while leading a 20-person team in full-cycle execution
- Developed standardised manuals to streamline preparation processes and increased event participation rates by 40% through social media engagement

Volunteer Activities, Volunteer 2022 - 2025

- Took part in library book organisation and loan system maintenance, provided academic tutoring at a hospital school, and planned "Wish Card" activities for children

SKILLS

- *Computer:* Programming: Python, Java, and C
Development Tools: Visual Studio, PyCharm and Eclipse
Database: MySQL
National Computer Rank Examination Level 2
- *Language Fluency:* Mandarin - Native; English - Fluent: IELTS-6.0