

Ziyu Chen

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Education

University of Electronic Science and Technology of China |*M.Sc., Economics & Management* 2024—2027

- **Honors:** First-Class & Second-Class School Scholarships; ranked **1st** in the national entrance examination (cross-disciplinary)
- **Coursework:** Management Information Systems, Data & Algorithm Governance; research focus: data governance
- **Publication:** *FedLing: Linguistic-Structure-Aware Federated Learning for Fair Multilingual LLM Adaptation*, **EMNLP 2026 Findings**

Shanghai Normal University |B.A. in *Tourism Management* 2020.09—2024.07

- **Honors:** University scholarship (1×), school scholarships (2×); First Prize (individual), Shanghai "Starlight Plan" Skills Competition; coursework in Management, Marketing and Economics

Experience

Trip.com Group (Shanghai HQ) |Overseas Business Unit | Product Operations Intern 2024.05—2024.09

- **Google-channel product development.** Translated Google platform requirements into feature scopes, data definitions and acceptance criteria with internal product and engineering teams; shipped 2 features on schedule (multi-day pass, Google Discover content integration), lifting attraction content exposure by **11%**.
- **Funnel analysis & product iteration.** Tracked search interest, exposure and conversion via Google Trends, Search Console and business data; identified **3+** growth opportunities monthly, pushed 2 proposals (real-time availability, bundled ticketing) into research, raising target-page conversion by **∼6%**.
- **Cross-platform data governance.** Mapped and validated **20+** key fields (name, price, inventory, refund policy) between Google and internal systems; led first-time onboarding of **55** high-potential attractions (Tokyo Disneyland, Colosseum). Delivered **30+** listing tasks monthly at **183%** of target with zero major data errors; bounce rate **-6%**, channel conversion **+3%**.
- **Issue triage & closure.** Categorized high-frequency issues (inventory sync, API failures, missing confirmations) under a 2-hour response / 8-hour solution standard; closed **60+** issues within **12 hours**, turning recurring problems into data rules and product improvements.

Chengdu China International Travel Service |Marketing Intern 2023.09—2024.02

- **Community growth & campaigns.** Designed WeChat campaigns (Moments sharing, red-packet rain) for new-product launch, reviewing performance through a reach–join–consult funnel: **15,000+** reach, **200+** inquiries, **235** day-one signups (**117%** of target), growing the community by nearly **14k** members in 3 months.
- **Needs analysis & conversion.** Segmented travelers by schedule, budget, destination and party composition; independently closed **16** customized travel orders end-to-end.

Leadership

- **Graduate Student Union Officer** (awarded "Outstanding Officer"), UESTC — organized 4 university-level events for 2,000+ graduate students
- **Student Union Presidium Member** & **Class Youth League Secretary** (4 years), Shanghai Normal University — led 7 university-level cultural events for 5,000+ attendees; organized 13 themed class events

Skills

- **Data & Analytics:** SQL, Python (Pandas), Excel, Google Analytics, Google Trends, Google Search Console
- **Product Design:** Axure, Figma, Modao, Lanhu, XMind, Photoshop; requirements analysis, flow design, prototyping and PRDs
- **Product Methods:** competitive analysis, user personas, A/B testing, data-driven iteration
- **Collaboration:** JIRA, Confluence, TAPD, Lark, Agile / Scrum
- **AI Tooling:** Claude Code, Codex and other AI agents for requirement analysis, rapid prototyping and data processing
- **Languages & Certificates:** Mandarin (native), English (CET-6); National Tour Guide License, Computer Level 1

Summary

- **Data-driven:** locate problems and validate results with data; drove exposure +11% and conversion +6% via data monitoring
- **Communication:** coordinated with 60+ stakeholders, mobilizing internal and external resources to land requirements
- **Fast learner:** ranked 1st in the cross-disciplinary entrance exam; ramps up fast on complex product logic
- **Business sense:** management background with user insight and internet monetization knowledge