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教育背景

- 伦敦国王学院** 数字资产与媒体管理 | 硕士 2022-09 至 2023-12
预估3.6
相关课程 | 数字内容产业管理 / 数字创业 / 人工智能与社会 / 数字与营销资产管理
- 利兹大学** 广告与设计 | 硕士 2021-09 至 2022-06
GPA:3.5
相关课程 | 媒体策划和策略 / 数字营销·搜索引擎优化 / 全球战略营销 / 消费者行为 / 有效传播
毕业论文 | 路虎汽车中国市场整合传播设计方案与媒介策划 Grade: A
- 巴黎商学院 Paris School of Business** 奢侈品管理 海外合作授课 2018-09 至 2019-07
相关课程 | 奢侈品历史 / 奢侈品管理基础概论 / 战略管理 / 奢侈品行业销售技巧 / 客户关系管理
- 上海师范大学** 广告学(中法合作) | 本科 2016-09 至 2020-07
GPA: 3.39 成绩排名(1%-5%)
相关课程 | 会展策划 / 广告调研 / 广告心理学 / 市场营销 / 广告创意

实习经历

- 奥美广告(集团)有限公司** 上海 2023-11 至 2024-02
咨询部门 | 咨询实习生
1. 协助国际知名运动品牌的竞品分析, 负责两个竞争品牌的核心产品线梳理, 品牌重大传播战役和资源投入的调研工作; 分析其制定营销传播策略的因素和阶段性特征, 总结消费者对品牌的感知和购买行为
2. 通过大型电商平台和官方网站, 调研著名快消品和汽车品牌的相关竞品, 分析产品信息, 核心卖点和价格定位
3. 参与国内溶栓药产品的品牌塑造(Branding), 协助包装风格搜集和消费者洞察, 借助多个医疗资讯和社交媒体平台研究消费者痛点和需求
- 中央广播电视总台-央视频融媒体发展有限公司** 北京 2021-05 至 2021-07
市场部 | 运营编辑
1. 负责央视频app首页视频选题和内容运营工作, 独立成功策划三组视频专题, 共发布央视一套新闻和综艺节目、汽车等类型的视频90+, 累计优化视频标题100余条, 成功掌握短视频App后台系统的操作流程与数字媒体资源库的协同使用
2. 参与宝马MINI 2021 New CabrioX央视频汽车频道广告短片的创意内容策划, 负责文案撰写和场景规划
3. 协助每日视频封面图设计工作, 成功完成100+封面图的简易设计
- 新华社中国搜索信息科技股份有限公司** 北京 2019-08 至 2019-09
前端开发部 | 广告文案\设计助理
1. 协助微信小程序“京版垃圾分类”的界面设计和创意策划工作, 通过研究受众行为和新兴技术, 独立撰写宣传文案, 并发布于程序首页
2. 为花漾App内部小程序搭建提出“中国书画”创意, 成功设计手机版用户界面交互原型

项目经历

- MINI X 央视频 New Cabrio敞篷汽车广告宣传片** 创意策划助理 2021-06 至 2021-07
1. 以提高车型知名度和性能展示为目标, 参与宣传片的内容策划和文案撰写工作, 进行品牌调研和竞品广告对比; 多场景拍摄和试驾, 视频上线后累计获得浏览量2.5万次
2. 提出央视频汽车频道短视频统一开场白“央央道来, 频频说车”并被采纳

在校经历

- 学生职务
- 上海师大学生会新闻传媒中心/NIA网络信息协会成员** 2018-09 至 2020-06
1. 担任校内重大活动的新闻摄影师之一, 作品多次被选中发布于上海师范大学公众号文章
2. 负责上海师大商学院微信公众号文章选题、撰写和编辑工作, 在任期间独立发布文章10余篇

社会实践

- 巴黎泰格豪雅旗舰店店铺销售实践** 2019-03 至 2019-04
了解品牌旗舰店团队架构和日常运营流程, 以客户关系为核心学习了实际的销售技巧; 参与顾客产品体验、店内客户信息采集、店铺陈列和售后服务等
- 欧莱雅·欧气商学院实践课程“打造智能时代的科技美妆”** 2020-04 至 2020-05
通过每日长篇笔记考核, 完成了品牌营销、供应链、场景与数字化营销、陈列设计、消费者洞察6大模块的课程学习, 并获得结业证书

职业技能

英语 熟练 法语 掌握 MS Office 熟练 微信公众号运营 熟练 135编辑器 精通 Adobe XD 掌握
Adobe Photoshop 掌握 Python 初学

兴趣爱好

摄影 / 钢琴 / 网球

ZIYU ZHANG

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EDUCATION

King's College London **London, UK**

Master of **Digital Assets and Media Management** Estimated **GPA: 3.6** *Sep.2022 - Dec.2023*

Relevant Courses: *Digital Content Industry Management, Digital Entrepreneurship, Digital and Marketing Asset Management, Artificial Intelligence and Society*

Thesis: *Analysis and Optimization of Luxury Brand Digital Asset Management Based on the DAM Maturity Model*

University of Leeds **Leeds, UK**

Master of **Advertising and Design** **GPA: 3.5** *Sep.2021-Nov.2022*

Relevant Courses: *Media Planning and Strategy, Digital Marketing and Search Engine Optimization, Global Strategic Marketing, Consumer Behavior, Effective Communication*

Thesis: *Land Rover-Integrated Communication Creative and Media Planning for the Chinese Market (Grade: A)*

Shanghai Normal University **Shanghai, China**

Bachelor of **Advertising** (Sino-French Cooperation) **GPA: 3.39, Ranking (1%-5%)** *Sep.2016-Jul.2020*

Additional Experience: Collaborative course at **Paris School of Business**

Major: *Luxury Brand Management*

Paris, France
Sep.2018-Jul.2019

Relevant Courses: *Advertising research, Fundamentals of Luxury Management, Customer Relationship Management, Strategic Management, Exhibition planning, Selling Techniques in the Luxury Industry*

INTERNSHIP & PROJECT

Ogilvy & Mather **Shanghai, China**
Consulting Intern *Nov. 2023-Feb. 2024*

- Assisted in the analysis of competitive products of 4+ internationally renowned sports brands, including core product lines, brand campaigns and resource investment research; analysed the factors and stage characteristics of the marketing communication strategy and summarised the consumers' perception and purchase behaviour
- By searching on large-scale e-commerce and brand official websites, assisted in researching product lines, core selling points, and product prices of famous CPG drinks and automobile brands.
- Participated in the branding of domestic thrombolytic medical products, collected competitive products and analysed consumer behaviour through several medical information platforms and social media.

China Central Radio and Television General Station - Central Video Media Development Co., Ltd. **Beijing, China**
Editor and Operator, Marketing Department *May.2021-Jul.2021*

- Responsible for video topic selection and content operation on the home page of Yangshipin App; Independently planned three video special topics, releasing over 90 videos, including news, variety shows, automotive content
- Optimised video titles totalling over 100, and successfully mastered the operational processes of short video app backends and collaborative use of digital media resources
- Participated in creative copywriting for the 2021 MINI Cabrio x Yangshipin Auto Channel promotional video, with the video garnering a total of 25,000 views

Xinhua News Agency China Search Information Technology Co., Ltd. **Beijing, China**
Copywriter/Designer, Front-end Development Department *Aug.2019-Sep.2019*

- Assisted in WeChat Mini Program "Beijing Garbage Sorting" advertising creativity based on audience behaviour and emerging technologies, independently writing ad copy and publishing them on the program's homepage
- Proposed the "Chinese Calligraphy and Painting" concept for the internal mini-program of the Huayang App and successfully designed a complete set of mobile application user interface interaction prototypes

EXTRACURRICULAR ACTIVITIES & PRACTICE

PARIS TAG Heuer Flagship Boutique, Store Sales Practice *Mar.2019-Mar.2019*

- Gained an understanding of the store's team structure and operational processes; Focused on learning sales techniques with a customer-centric approach, participating in customer's product experience, customer information collection, store display, and after-sales service

L'Oréal O-Commerce School, Practical Course *Apr.2020-May.2020*

- Completed coursework in six modules about "Building Tech Beauty in the Digital Age": Brand Marketing, Supply Chain, Scene and Digital Marketing, Display Design, Consumer Insights, and received a Certificate of Completion (Grade B) through daily lengthy note assessments

Media Center/NIA Network Information, University Student Union *Association Member* *9.2018-6.2020*

- Served as one of the news photographers for major campus events, with works frequently selected for publication on the University's official WeChat account
- Responsible for topic selection, writing, and editing of articles for the University Business School's WeChat official account; Independently published more than 10 articles during the term

SKILLS & INFORMATION

- Language:** English (Proficient), French (Fluent)
- Computer:** Proficient in MS Office; 135 Editor, Adobe XD, Adobe Photoshop; Python (Beginner)
- Hobbies:** Photography, Piano, Tennis