

Zhongtian ZHANG

Economic Research – Business Planning
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[Portfolio \(2020-2023\)](#) | [LinkedIn](#)

Skills

- **General Skills:** Business Content Creation, Data Analysis, Team Management, Creativity Presentation
- **Tech Skills:** Word, PPT, Excel, Stata, SQL, Python, Tableau, DataWrapper, ArcGIS, Notion, ChatGPT, Canva, WordPress, HTML, CSS
- **Languages:** Mandarin (Native), English (Working Proficiency. IELTS: 7.5), French (Basic), Spanish (Basic)

Work Experience

Guangzhou ZG Trend | 2020.08 ~ 2023.05

Researcher, Business Content Creator

- **Content Creation:** I was in charge of tracking global political and economic news, collecting and analyzing socio-economic data in various fields both domestically and internationally including population, industry, etc. I have independently published over 100 articles, ranging from news topics to trend analyses, on the company's public accounts on WeChat. Some of the articles – on independently-discovered news topics including economic projections, Covid, and international finance, were the first of their kinds to appear on Chinese social media, achieving agenda-setting effects with over 100k views (see [my portfolio](#) for details).
- **Themed Reports:** I planned and wrote multiple industry research reports and ESG reports for renowned domestic companies, of which 3 have been publicly released. Additionally, I led a team authoring a book on digital transformation across various industries in China (see projects below);
- **Business Planning:** I successfully planned and wrote 10+ high-quality and highly-exposure (over 100k views) brand promotional materials for major companies such as Huawei, Tencent, Futu Securities, etc. I also facilitated ongoing collaborations between the company and its business partners such as Meituan and Dongfeng Nissan (see [my portfolio](#) for details). I represented the company in project biddings and brand planning projects, receiving positive feedback from the company's key accounts. I independently developed the "Public Opinion Daily" product, pioneering a new business model for the company (see projects below).

Main Projects

Book about Digital Transformation Commissioned by One of the Top-10 Internet Company in China | 2022.10 ~ 2023.05

Head of Content, Lead Author, Team Leader

- As project coordinator, I formulated the overall project proposal and content outline, and acted as the presenter in the client's public bidding, with the project proposal receiving unanimous positive feedback and approval from the client. As the head of content and lead author, I set the

timeline for the team to follow and led the team to complete material collection and content writing in a timely and efficient manner. I maintained active and smooth communication with the client throughout the project.

- Conducted in-depth research on the client's annual observation books in previous years, and proposed the incorporation of key data, policy analysis and other modules for the book, which were also adopted in the client's subsequent annual books.
- Formulated high-quality interview questions and led the team to conduct in-depth interviews with more than 10 scholars and experts, obtaining industry insights to ensure the credibility and timeliness of the book.

ESG Reports Commissioned by One of the Top-10 Internet Company in China | 2021.09 ~ 2022.03; 2022.09 ~ 2023.03

Head of Content, Lead Author, Team Leader

- As the overall project coordinator and lead author for two consecutive years, I planned and wrote 2 ESG reports for the client, with the completed reports published on the client's official website. Led the writing team to complete data collection, writing and provided layout and style suggestions to graphic designers.
- Conducted in-depth research on over 20 comparable reports and international disclosure standards in the early stage to analyze the structure, style and content of ESG reports, ensuring the report is structurally complete and of high-quality, and actively cooperated with the client to highlight key PR agendas and minimize PR risks.

Public Opinion Monitoring and Competitor PR Analysis Commissioned by Baidu Cloud | 2022.08 ~ 2022.12

Head of Content, Chief Editor

- Mapped out the company's existing products and created the "Public Opinion Monitoring and Competitor Communication Analysis" product, pioneering a new business cooperation model for the company.
- Public Opinion Daily Report: Provided daily briefings and analyses of social and economic hot topics for Baidu Cloud's PR and media departments, and provided PR and business content ideas, while controlling PR risks.
- Communication Analysis Weekly Report: Continuously tracked the weekly social media posts and news articles of Baidu Cloud's 4 main competitors and compiled weekly reports, recording and analyzing competitors' PR perspectives and communication strategies in detail, and providing PR copy suggestions.
- Developed suitable methods and templates for recording and sharing for the above-mentioned daily and weekly reports, and trained interns in information collection and editing skills.

Research Report on the Adoption of Cloud Computing in China's Banking Industry | 2022.05 ~ 2022.07

Head of Content, Independent Author, Data Analyst

- As a collaborated project with Huawei Cloud, I conducted research and wrote the "Research Report on the Adoption of Cloud Computing in China's Banking Industry" which is now available online. The [promotional article](#) for the report published on the company's official WeChat account "ZGTrend" has received over 70k views.

• In-depth exploration of the principles, functions, and applications of cloud computing, with specific research on the adoption rate and application of financial cloud in China's banking industry. Analyzed the competitive landscape of financial cloud by collecting and analyzing publicly available data such as banks' bidding and procurement announcements.

• This report is the company's first publicly released in-depth industry research report under the company's name, and has become the "best practice" for the company and the team. It is often used as internal learning material and for external communication.

Education

NL · Erasmus University Rotterdam | 2018.10 ~ 2019.09 | Urban Management and Development
MSc. in Management

Main Courses: Urban Theory, Urban Governance and Public-Private Partnership, Public Finance, Urban Economics, Econometrics

FR · NEOMA Business School | 2017.01 ~ 2017.06 | International Business
Undergraduate Exchange

Main Courses: Marketing, Managing Nonprofit Organizations, Supply Chain Management, French, French Culture

CN · Southwestern University of Finance and Economics | 2014.09 ~ 2018.06 | Labour and Social Security
BSc. in Management

Main Courses: Economics, Management, Statistics, Accounting, Sociology, Actuarial Science, Public Policy

Interests

Reading

I maintain a reading habit and frequently share book excerpts and reviews (available [here](#))

Due to my work, I focus on reading books in the field of contemporary economics and regional development.

For personal interest, I extensively read books in the fields of political science and sociology.

Travelling

I have travelled to the following countries. Most of them were solo trips:

Europe, Africa (2017-2019):

Most EU countries, UK, Morocco.

Asia, Americas (July-

September 2023): South Korea, Thailand, Malaysia, Canada, United States, Mexico, Peru.

Technology

I am passionate about keeping up with the latest technological applications and adept at finding new methods to improve work efficiency and quality:

- I apply ChatGPT for text editing and data processing, utilizing it promptly to assist in various tasks.
- I leverage digital management tools such as Notion to enhance team collaboration efficiency.