



ZHANG JING



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HONG KONG/SHEN ZHEN

ABOUT ME

Master of Science degree in AI & digital media

1-3 years of experience in branded social media management, KOL marketing, B2B sales

Strong passion for Web3, cryptocurrencies and blockchain

Excellent negotiation and relationship building skills

Ability to work in a fast-paced startup environment

Excellent team player with an open mindset

EXPERIENCE

BOBOBIRD

• 2023.02-2023.07

SHEN ZHEN-GUANG
GONG

SOCIAL MEDIA OPERATOR/SALES

- Help its watch brand establish an IG/TIKTOK account: *bobobird_factory*
- Publish over 200 original graphic and text content.
- Live streaming introduction products on the IG social platform
- Formulate brand digital development strategy, liaise with KOL to complete product promotion

HENG TONG GROUP

• 2022.02-2022.07

SU ZHOU-JIANG SU

TRAINEE ACCOUNT MANAGER

- Joined the company's PEACE transnational submarine cable project as a sales assistant. Help PEACE promote the signing of a US\$70 million order.

EDUCATION

• 2023-2024

HONG KONG

HONG KONG BAPTIST UNIVERSITY

- Master of Science in AI & Digital Media

• 2018-2022

SU CHOW-JIANG SU

SU CHOW UNIVERSITY

- Bachelor of Advertising

LANGUAGE ABILITY

Mandarin 100%

Cantonese 80%

English 70%

EXPERTISE

- Strong analytical skills (Tableau/google analytics/Excel)
- Strong computer programming skills (python, database management)
- Strong personal drive (personal campus entrepreneurial experience)
- Fintech platform (Bloomberg) learning experience
- Cryptocurrencies trading experience