实习简历 · 杭州

张艺萱

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尽快到岗 · 每周 5 天 · 周期 4–6 个月



教育背景

浙江大学 985 · 双一流

哲学硕士 · 推免保研 · 在读 2025.09 – 2028.06

哲学学士 2021.09 – 2025.06

实习经历

杭州长念文化创意有限公司 2025.11 – 2026.07

运营实习生

负责本地高客单价服务账号「杭州墓地唐震」在小红书、抖音、视频号的内容运营，
独立完成选题、脚本、图文、视觉、分发、承接与复盘。

- 搭建覆盖式选题库，保障稳定日更；对 5–8 个对标账号做爆款拆解，沉淀素材库，缩短策划周期。
- 撰写短视频脚本，以及小红书清单体、避坑图文，固化「信任建立 · 痛点共鸣 · 价值输出 · 私信引导」。
- 统一沉稳、专业的账号调性，用 Photoshop、Canva 完成封面、实拍调色、抠图合成与信息图精修。
- 错峰发布并配合标准化私信话术；负责多场直播的全流程 SOP 与互动复盘，按周基于数据漏斗做 A/B 测试。

100+	约 5,000	20万+	80+
短视频与图文	全平台粉丝	累计播放 · 单条最高 5 万	高意向咨询线索

Lydeen 2025.03 – 2025.06

品牌营销实习生

- 从 0 搭建并维护达人资源库，按品牌调性、粉丝量级与垂类做 KOL / KOC 分层，纳入 500+，跟进合作 150+。
- 建立匹配标准，按 brief 锁定高匹配账号，提高建联转化，降低无效沟通。

项目 · CRA-YON 中国首店线下快闪

营销策划与执行 2025.03 – 2025.04

杭州万象城 B1C05 · 4 周

LYDEEN 旗下副线 CRA-YON 的中国首家限时精品店。目标是首店曝光、Z 世代拉新与销售转化；
获品牌星球、赢商网、首店早知道等 5+ 家行业媒体报道。

- 制定开业促销：50ml 香水限时立减 200；
  主导主视觉、海报与产品信息卡，统一多巴胺调性下的「色彩 · 香氛 · 情绪」。
- 协助对接场地与搭建，跟进物料制作和排期，制定现场试香与引导 SOP，保障 4 周活动按期、按预算落地。
- 联动小红书探店达人与 KOC 打卡，配合平面推广，形成「线上种草 — 到店打卡 — 私域承接」闭环。

约 2,500	约 ¥11万	约 12%	约 1,000
到店人次	销售额	试香成交转化	新增会员 / 私域

客单价约 ¥350 · 小红书笔记约 60 篇，曝光约 12 万 · 合作 KOC 约 15、KOL 约 2 · 总投入约 ¥25 万 · 获客成本约 ¥250 / 新会员

实习经历

杭州云深处科技有限公司 2024.07 – 2024.12

产品实习生

- 拆解业务需求并独立撰写 PRD，含背景与目标、功能列表、交互流程和验收标准，维护看板推动上线。
- 负责机器人娱乐体验项目「绝影出击 CYBERSTRIKE」：设计游戏机制，并独立完成像素风看板 UI。
- 对接研发、设计与运营，对齐方案；参与线下快闪的体验设计、游戏化机制、角色创意与平面物料。
- 与外包视频团队沟通需求，明确脚本、分镜和交付标准，保障宣传物料按期产出。

校园与项目

竺可桢学院全媒体中心纸媒部 2021.10 – 2023.08

部长

主导院刊《竺院人》的选题策划、稿件审校与视觉排版；协调文案、编辑与美术分工，把控审美和多角色协同。

SRTP「浙江省幼儿教师思维教育素养调查」 2023.05 – 2024.03

数据调研与可视化

负责问卷与访谈数据的清洗、整理和归纳，提炼目标群体痛点；独立完成研究图表与可视化，支撑报告撰写。

技能与证书

内容运营	选题与爆款拆解，清单体和图文笔记，直播 SOP，私信转化。 熟悉小红书、抖音、视频号的内容分发，以及 Threads、X、Instagram。
视觉设计	Photoshop、Procreate、InDesign、Figma、Canva、剪映、秀米。 封面与平面物料、实拍调色、抠图合成、信息图。
AI 与独立开发	ChatGPT、即梦、Midjourney 出图；MiniMax 视频；Fish Audio、Suno 音频；剪映 AI。 能借助 WorkBuddy、Codex、Claude 对话式开发，独立搭建过网站与轻量应用。
数据协同	SQL 查询与分析，飞书多维表格与仪表盘，Xmind，Excel / Office 看板与数据整理。
证书与语言	英语六级 CET-6 500+，计算机二级，普通话二级甲等。
其他	C2 驾驶证（自动挡）。白鸦画社特邀讲师，持续参与乡村艺术支教。

INTERNSHIP RESUME • HANGZHOU

Zhang Yixuan

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Available ASAP • 5 days/week • 4–6 months



EDUCATION

Zhejiang University 985 • Double First-Class
M.A. Philosophy • Direct admission • In progress Sep 2025 – Jun 2028
B.A. Philosophy Sep 2021 – Jun 2025

EXPERIENCE

Hangzhou Changnian Cultural Creativity Co., Ltd. Nov 2025 – Jul 2026

Operations Intern

Content for the local high-ticket account "Hangzhou Cemetery Tang Zhen"
on Xiaohongshu, Douyin, and WeChat Channels.
Owned topics, scripts, posts, visuals, distribution, lead handling, and review.

- Built a topic bank for a daily cadence;
  broke down hits on 5–8 benchmark accounts, kept a material library, and shortened planning.
- Wrote short-video scripts and Xiaohongshu list posts and pitfall notes,
  on a fixed arc: trust, pain point, value, then a private-message prompt.
- Kept a calm, professional tone;
  Photoshop and Canva for covers, color, cutouts, composites, and infographics.
- Posted off-peak with a standard private-message script;
  ran livestream SOPs and reviews, plus weekly funnel A/B tests.

100+	est. 5,000	200k+	80+
videos and posts	followers	views • peak 50k	high-intent leads

Lydeen Mar 2025 – Jun 2025

Brand Marketing Intern

- Built a creator library from scratch; tiered KOL / KOC by brand fit, scale, and vertical: 500+ listed, 150+ followed up.
- Set match rules, picked high-fit accounts per brief, raised outreach conversion, and cut wasted contact.

Project • CRA-YON China first store

Offline pop-up, planning and execution Mar 2025 – Apr 2025

Hangzhou MixC B1C05 • 4 weeks

First limited boutique in China for CRA-YON, a LYDEEN sub-line.
Goals: first-store exposure, Gen Z acquisition, and sales.
Covered by BrandStar, Winshang, and other trade media (5+ outlets).

- Opening offer: ¥200 off a 50ml perfume.
  Led the key visual, posters, and product cards in a dopamine tone of color, scent, and mood.
- Coordinated venue, build, production, and schedule;
  wrote scent-trial and floor SOPs so the four weeks landed on time and on budget.
- Paired Xiaohongshu store-visit creators and KOCs with print:
  online seeding, in-store check-in, then private domain follow-up.

est. 2,500	est. ¥110k	est. 12%	est. 1,000
visits	sales	trial-to-purchase	new members

Average order est. ¥350 • est. 60 Xiaohongshu notes and est. 120k impressions • est. 15 KOCs and est. 2 KOLs • spend est. ¥250k • CAC est. ¥250 per new member

Zhang Yixuan

EXPERIENCE

Hangzhou Deep Robotics Technology Co., Ltd. Jul 2024 – Dec 2024

Product Intern

- Broke requirements into PRDs: background and goals, feature list, interaction flows, and acceptance criteria. Kept the board moving to launch.
- Owned the robot entertainment experience CYBERSTRIKE: designed the game mechanics and a pixel-style dashboard UI.
- Aligned R&D, design, and operations; joined the offline pop-up on experience design, gamification, characters, and print.
- Briefed the outsourced video team on script, storyboard, and delivery so the promo assets shipped on time.

CAMPUS

Chu Kochen Honors College Oct 2021 – Aug 2023

Director, Full-Media Center Print Media Department

Led topic planning, editing, and visual layout for the college journal; coordinated writers, editors, and art, and held the look and the handoffs.

SRTP preschool-teacher survey, Zhejiang May 2023 – Mar 2024

Data research and visualization

Cleaned and synthesized questionnaire and interview data, and surfaced audience pain points. Built the charts that supported the report.

SKILLS

Content	Topic planning and hit breakdowns, list posts and notes, livestream SOPs. Private message conversion. Xiaohongshu, Douyin, WeChat Channels, Threads, X, Instagram.
Visual	Photoshop, Procreate, InDesign, Figma, Canva, Jianying/CapCut, Xiumi. Covers, print, color, cutouts, composites, and infographics.
AI & dev	ChatGPT, Jimeng, and Midjourney; MiniMax video; Fish Audio and Suno; CapCut AI. Builds sites and small apps with WorkBuddy, Codex, and Claude.
Data	SQL queries and analysis, Feishu tables and dashboards, Xmind, Excel / Office.
Credentials	CET-6 500+. National Computer Rank Exam Level 2. Mandarin Level 2-A.
Other	C2 automatic license. Guest lecturer, Baiya Art Society; ongoing rural art teaching.

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