



Zhang Dingyuan

25 years old

Master

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EDUCATION

2021.08 - 2022.09

The HongKong Polytechnic University

MSc Mul & ENTERTAINMENT TECHNOLOGY

2017.01 - 2021.05

Drew University

B.A Studio Art

WORK EXPERIENCE

2023.08 - present

Ai+SocialFi

Overseas operations manager

- Social Media: Primarily focus on Twitter, 0-1, plan and execute marketing campaigns and tasks to increase followers by 20,000+, conduct algorithm testing based on data and adjust optimization strategies, regularly review activity data.
- Community: Mainly on Discord, 0-1, community growth of 40,000+, establish Discord server framework and systems, plan community activities and guide users to achieve activation and retention, manage moderators and key opinion community members (KOC), collaborate with product/development teams to review user feedback and optimize. Business Development
- Business Development: Coordinate and implement various activities with partners such as OKX Wallet, Zetachain, TokenPocket, including partnerships, AMA sessions, and airdrop campaigns, facilitating communication and implementation of embedded activities.
- Product: Content moderation for the app, backend data tracking, compiling and optimizing AI prompts, competitor research and reporting, drafting litepapers.

2022.09 - 2024.07

GameFi

Overseas operations

- Social Media: Primarily focused on Twitter, 0-1, familiar with the overseas market and task platforms, implemented cold-start marketing and traffic diversion at the project's inception, increased monthly exposure from 138k to 1140k, gained over 30,000 followers, established good relationships with major GameFi projects (such as Axie, Illuvium, Polychain Monsters) and Key Opinion Leaders (KOLs) (such as Brycent, Yellow Partner, Coopy), familiar with popular projects in the field, able to observe and judge industry trends and capture hotspots.

- Community: 0-1, grew the cold-start Discord community from 3k to 20k, established Discord server framework and systems, led main activity planning,

conducted community activities to guide user engagement, managed moderators, identified and maintained community Key Opinion Contributors (KOCs) and acted as the hub of the community structure, organized cross-community collaborations.

- Business Development: Utilized multiple channels for outreach and activity coordination, facilitated landing various activities, cooperated on community and social media promotion, and deepened partnerships.
- Product: Optimized and deepened product framework and concepts, created prototypes, coordinated with research and design departments for product development, compiled all copywriting content, possessed extensive research experience, and had knowledge of various Web3 tracks and products.

2020.08 - 2021.05

DragonFly game for impact

Game Designer

- Responsible for making communication and translation of the project team, planning the development direction of the project, arranging and summarizing materials and assisting leaders in business negotiation.
- Wrote a story which about 20,000 words Independently, arranging and reading a large number of environmental protection, supply chain and mythological materials around the world, keep communicate with team to develop the core gameplay.