

Jingyuan Zhang

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WORK EXPERIENCE

Localization Project Manager Nov 2022 - Present
Zoom | Remote, USA

- Maintained engagement from millions of active users globally by managing daily UI updates in 16+ languages, providing accessible and culturally relevant content.
- Supported digital marketing team to add 10+ million users by overseeing the Swedish and Dutch language launches from the planning to execution stages.
- Decreased back and forth communication time by 30%+ with 20+ product related stakeholders through proactive measures: set up clear communication channels and streamlined project submission process.

Co-Founder & Product Marketing Lead May 2020 - May 2023
Jupiter Education | Remote, USA

- Reached an audience of 600,000+ (20M+ views) by road mapping and executing a content marketing strategy on Youtube, TikTok, Bilibili, and other video platforms.
- Achieved 1%+ viewer to customer conversion rate by setting up sales funnels and developing targeted English learning services with interviews and market research.

Website Localization Specialist Jul 2021 - Jul 2022
Global Talent Link | Remote, USA

- Developed, localized, and maintained the company's website using WordPress. This included creating and updating content to cater to a global audience while ensuring a seamless user experience.
- Planned and executed company branding strategies for international market expansion, with a primary focus on the Chinese market. Resulted in a 60% increase in website visibility and a 30% boost in user growth within the Chinese-speaking audience.

Founder & Event Planner July 2016 - July 2017
CFcamp Language and Culture Exchange Center | Chengdu, China

- Founded language and culture exchange center to connect international volunteers with local students for language learning and social events.
- Organized 100+ cultural exchange activities and attracted 5000+ participants in a year.
- Grew the business to the No.1 language exchange center in the city through social media marketing and word-of-mouth among students.

EDUCATION

Master of Arts (M.A.) – Localization and Management Sep 2019 - Jun 2021
Middlebury Institute of International Studies Monterey, USA (GPA: 3.9)

Bachelor of Arts (B.A.) - Southeast Asian Studies Sep 2014 - Jun 2019
Yunnan Minzu University, China (GPA: 3.7)

SKILLS

- **Soft Skills:** Social Media Marketing | Intercultural Communication | Cross Team Collaboration | Leadership | Market Research | Project Management
- **Technical Skills:**
 - Programming and Data: JavaScript, HTML, JSON, Python, SQL, Git, Tableau
 - Office Suite: Advanced Excel – [see portfolio](#), Google Docs, Sheets
 - Video and Design: Premiere, Photoshop, Figma
 - Management Tool: Jira, Asana, WordPress
- **Language:** Mandarin Chinese (Native), English (Advanced Fluency)
Indonesian (Working Proficiency), Malay (Intermediate)