



SOCIALS

LinkedIn
in/wentaolukezhu

Portfolio
resume.luke-zhu.com

Telegram
@lukezhu

LANGUAGES

Shanghai Dialect
Native

Mandarin
Native

English
CET-6 Fluent

CERTIFICATIONS

- CAAC UAV Pilot License
- Google Digital Marketing & E-commerce
- NRTA New Media Operator

INTERESTS

- Drone Cinematography
- Photography
- Tech Enthusiast

Wentao Zhu (Luke)

DIGITAL CONTENT CREATOR & MARKETING SPECIALIST

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PROFILE

Experienced Digital Content Creator and Marketing Specialist with 3 years of expertise in education and marketing. Skilled in translating complex professional information into accessible content for diverse audiences. Proven track record in event execution, improving lead capture rates by 70%, and leveraging Gen-AI tools to boost content production efficiency by 50%. Adept at cross-functional collaboration and customer relationship management.

WORK EXPERIENCE

Market Interaction Specialist / Digital Content Creator 2021.07 – 2024.08 Xitian Shanghai Trading Co.

- Event Execution: Planned and executed 3-4 industry exhibitions annually, serving 800+ visitors and optimising interaction flows to improve lead conversion by 70%.
- Content Creation: Implemented ChatGPT/Claude workflows for copywriting and social media content, increasing output efficiency by ~50%.
- Collaboration: Coordinated with design and sales teams to ensure timely delivery of marketing materials aligned with business goals.

English Teaching Assistant 2020.10 – 2021.03 Kidcastle Educational Institute

- Educational Support: Provided make-up lessons for 15+ students and managed homework grading.
- Technical Support: Assisted with IT equipment maintenance and troubleshooting to ensure stable classroom operations.

EDUCATION

Bachelor of International Economics & Trade 2022 – 2024 University of International Business and Economics (UIBE)

Associate of Applied English (Business) 2018 – 2021 Shanghai Xingjian College

Network Administration & Maintenance 2015 – 2018 Shanghai Commercial Accounting School

SKILLS

Gen-AI (ChatGPT/Claude/Local LLM)

Dify Workflows

Cursor / VS Code

Final Cut Pro

Drone Cinematography

Photography