清华大学经济管理学院 School of Economics and Management, Tsinghua University

郑文哲（Zac）

zhengwz25@mails.tsinghua.edu.cn | 电话：188 0102 5181 | 马来西亚籍



个人简介

清华 MBA 在读（预计 2027 年 6 月毕业），现于 AI 初创公司从事产品与运营工作。日常将 AI 用于竞品研究、交互原型及数据分析，结合工程咨询与住宿经营经验推进交付。关注管培生、国际业务运营机会；可使用英语、普通话、粤语及马来语。

教育背景

清华大学经济管理学院 北京，2025.09 - 2027.06（预计毕业）

全球工商管理硕士（全日制 MBA，与 MIT Sloan 合作项目）；班级排名第 4

- GPA 3.8/4.0；战略定价 A、管理思维 A；科技人才及中国东盟菁英奖学金；2025 清华工商案例大赛季军。
- 班级共同主席（3 位之一），服务 **70+ 人**国际化班级；发起财务与设计工作组，参与管理约 **RMB 6 万**班级基金，协调收支与学期财务报告。

澳门大学 澳门，2017.08 - 2021.06

土木工程理学学士

商业运营与产品实践

Converge AI，AI 产品与运营实习生 北京，2026.04 - 至今

- 推动两条业务线管理后台合并，提出复用现有后台，补充营销位功能重叠证据并在开发环境验证，经研发评估后落地。
- 将 Onboarding 十多道候选题初筛至约五道，用 AI 制作分栏预览原型。团队定稿三项信息，上线保留分栏。
- 按落地页受众与转化目标调整英文标语，为 TVC 英文文案和视频叙事提供创意建议。
- 撰写 10+ 份 PRD（约 4 份独立负责），完成 50+ 份竞品分析，改编、配置并上线 30+ 个 AI Skills。

中联基金 GSUM Fund，资产管理实习生 北京，2025.12 - 2026.02

- 借助 AI 学习 Power BI，2 天完成初版数据模型，搭建覆盖 15 项资产的经营看板，发现同品牌跨商场租金单价差异。
- 设置数据更新流程与 SOP，便于同事交接后维护；更新投资者月报和季报，并参与商办物业尽调及 NOI、资本化率估值。

Shopify 美国市场独立站，个人创业项目 2024.11 - 2025.02

- 搭建面向美国市场的 Shopify 家居用品独立站，负责选品、定价及 Meta Ads 投放；广告点击成本 CPC 为 US$0.19。
- 配置促销展示、弹窗与倒计时，区分会员及非会员触达信息，并使用 Mailchimp 开展 EDM 邮件营销。

Sleep Cubee，运营管理（自由职业） 香港，2023.01 - 2023.12

- 统筹长短租床位配比，按预订与对账调整供应，负责短租定价、房态与 OTA。2023 年项目总营收约 HKD 278 万。
- 面向同行团体推出四床整房，定价核算房租、佣金、人工及耗材，并将同批床位的长租收入作为比较依据。

全职工作经历

AECOM 艾奕康，交通工程师 香港，2024.01 - 2025.03

- 在经理指导下比较投标技术方案的用料、成本、工期与环境影响；估算可节省约 HKD 60 万（未计时间成本），预计工期缩短约 25%；团队技术评分最高，最终未中标。
- 协调政府、承包商等 **6 方**开展方案评审，跟进技术要求、项目约束与设计工作，衔接交付进度；年度绩效获评 Excellent。

SYSTRA MVA 赛思达，交通工程师 香港，2022.01 - 2024.01

- 并行推进交通规划项目，结合技术分析、法规、商业空间和用地约束比较接驳设施方案，支持设计决策。

其他信息

- 个人实践：AI 辅助网站搭建（Cloudflare）；曾主持香港公司年会及澳门大学马万祺罗柏心书院重要活动。
- 工具：Power BI、Excel、Microsoft Project、Meta Ads、Mailchimp、飞书。

Portfolio

SEM 清华经管学院 清華大學经济管理学院 School of Economics and Management, Tsinghua University

Tee Boon Zhie (Zac)

zhengwz25@mails.tsinghua.edu.cn | +86 188 0102 5181 | Malaysian



PROFESSIONAL SUMMARY

Tsinghua MBA candidate (Jun 2027), working in product and operations at an AI startup. Uses AI for competitive research, interactive prototypes and data analysis, alongside engineering and hospitality experience. Seeking management trainee and international business operations roles. Languages: English, Mandarin, Cantonese and Malay.

EDUCATION

Tsinghua University, School of Economics and Management Beijing, Sep 2025 - Jun 2027 (expected)
Global MBA (full-time; in collaboration with MIT Sloan); Class rank: 4th

- GPA 3.8/4.0; A in Strategic Pricing; MBA Technology Talent and China-ASEAN Elite Scholarships; Third Place, 2025 Tsinghua Business Case Competition.
- Class Co-President (one of three) for **70+ students**; initiated finance/design working groups and helped manage an **RMB 60,000** fund, including reimbursements and semester reporting.

University of Macau Macau, Aug 2017 - Jun 2021
Bachelor of Science in Civil Engineering; member of university English debate and swimming teams.

BUSINESS OPERATIONS AND PRODUCT EXPERIENCE

Converge AI, AI Product and Operations Intern Beijing, Apr 2026 - Present

- Helped merge admin dashboards across two business lines by proposing reuse, documenting overlapping functions and testing feasibility before engineering review.
- Shortlisted about 5 of 10+ onboarding questions and prototyped a split-screen preview with AI-assisted coding. The team shipped 3 fields and kept the split layout.
- Refined English landing-page slogans around audience and conversion goals, and contributed script and storytelling ideas for a video ad.
- Authored 10+ PRDs (about 4 independently), completed 50+ competitive analyses and adapted, configured and launched 30+ AI Skills.

GSUM Fund Management, Asset Management Intern Beijing, Dec 2025 - Feb 2026

- Built a Power BI dashboard for 15 assets; identified same-brand rent differences across malls. Completed the initial data model in 2 days with AI-assisted learning.
- Set up refresh workflows and SOPs for handover; updated monthly and quarterly investor reports. Supported property due diligence and NOI/capitalization-rate valuation.

Shopify US-market Store, Personal Venture Nov 2024 - Feb 2025

- Built a US-market household-goods Shopify store; handled product selection, pricing and Meta Ads. Meta Ads CPC: **US$0.19** per click.
- Used Mailchimp for email marketing; configured onsite promotions and messaging for members and non-members.

Sleep Cubee, Accommodation Operations (Freelance) Hong Kong, Jan - Dec 2023

- Adjusted the mix of short- and long-stay beds based on bookings and reconciliations, and managed short-stay pricing, availability and OTA operations. 2023 total project revenue was about HKD 2.78m.
- Bundled four beds into private rooms for groups and priced them against rent, commissions, labour, supplies and the long-stay revenue benchmark.

FULL-TIME PROFESSIONAL EXPERIENCE

AECOM, Transport Engineer Hong Kong, Jan 2024 - Mar 2025

- Compared tender design options under manager guidance. Estimated savings: HKD 600,000 excluding time costs; projected schedule reduction: 25%. Highest team technical score; bid not awarded.
- Tracked design and review progress across **six stakeholder groups**, including government and contractors; annual rating: Excellent.

SYSTRA MVA, Transport Engineer Hong Kong, Jan 2022 - Jan 2024

- Compared traffic layouts across parallel projects against technical, regulatory, commercial-space and site constraints.

ADDITIONAL INFORMATION

- Certification: IBM Enterprise Design Thinking Practitioner.
- Activities: Hosted a company annual dinner in Hong Kong and major events at UM Ma Man Kei and Lo Pak Sam College.
- Tools: Excel, PowerPoint, Power BI, Microsoft Project, Meta Ads, Mailchimp and Feishu.

Portfolio