

Ziti Lei

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EDUCATION

King's College London

London, United Kingdom

BA (Hons) in International Relations

09.2021-07.2024

Upper Second-Class Honor (GPA: 3.79/4.0)

Core Course: Contemporary Strategy in East Asia, Public International Law, Cybersecurity, International Political Economy

PROFESSIONAL EXPERIENCE

Yuanshi Intelligence (LLM Startup)

Shenzhen, China

Brand PR Lead

06.2025-present

- **Global Brand Strategy:** Acted as the primary brand spokesperson, including a high-profile interview with CCTV-13 to articulate product capabilities and strategic roadmap. Secured exclusive features with WIRED, 36Kr, and 3 other top-tier tech media outlets, strengthening international brand authority.

- **Developer Ecosystem & Growth:** Orchestrated end-to-end digital strategy and event execution for "Model Launch" and "Developer Day" initiatives. Managed multi-channel content and offline logistics, attracting nearly 100 developers and driving a 150% increase in product downloads.

- **Compliance & IP Management:** Managed regulatory filings and compliance for proprietary LLMs and applications. Oversaw international patent applications and IP portfolio strategy to support global expansion and technical moats.

- **B2B Commercialization & Partnerships:** Spearheaded B2B networking at major exhibitions, aligning open-source algorithm capabilities with enterprise use cases. Onboarded nearly 10 strategic partners in smart hardware and LLM sectors, facilitating technical integration and ecosystem growth.

TuringPal (AI Startup)

Shenzhen, China

Product Marketing Lead

03.2025-present

- **GTM Strategy & Positioning:** Spearheaded the global GTM roadmap for a flagship AI elder-companion robot. Architected a dual-track marketing strategy for B2B institutional procurement and B2C gifting, securing a seed user pool of 130+ high-intent prospects, including nursing home executives and regional distributors.

- **Content & Asset Management:** Established a full-lifecycle marketing asset library and led content strategies across rednote, WeChat, and LinkedIn. Focused on "Safety & Empathy" to build a brand voice, growing the professional audience to 2,000+ followers and enhancing authority in the elderly care sector.

- **Product Definition & Roadmap:** Spearheaded AI persona development and core feature sets, translating technical specs into high-conversion sales logic for institutional procurement. Collaborated with R&D to define the product roadmap, backed by specialized research into global market trends, regulatory policies, and user emotional pain points.

Mindray Healthcare

Shenzhen, China

Marketing & Sales Intern (IVD division)

07.2023 - 09.2023

- **Event Planning & Channel Development:** Assisted in organizing core offline academic conferences to promote product lines. Managed relationships with 27+ KOLs to secure expert endorsements, successfully identifying 100+ potential clients and attracting 10+ channel partners on-site.

- **Market Intelligence & Competitive Analysis:** Utilized SWOT and PEST frameworks to conduct deep-dive research on major overseas competitors. Analyzed policy-driven market landscape shifts and provided data-backed insights.

- **Data Analysis & ROI Optimization:** Established an event performance evaluation model using Excel to track marketing metrics. Delivered optimization reports that improved the efficiency of future marketing budget allocation.

EXTRACURRICULAR EXPERIENCE

Malone Souliers (Student Internship Project)

London, UK

Consultant

02.2024 -04.2024

- Led a 6-member consulting team to design a strategic roadmap for AI integration, responsibilities include mapping milestones, assigning tasks, aligning deliverables with company needs and providing regular progress briefings to the C-suite.

- Conducted in-depth analysis of operations and customer base, identifying business pain points and recommending AI solutions to personalize client experiences, enhance media content creation, and reduce marketing expenditures.

- Acted as primary liaison between the CEO and project team, translating business requirements into actionable plans.

- Delivered a final report outlining an AI-driven engagement strategy projected to boost online visibility and reduce content creation costs by 94.4%.

SKILLS & INTERESTS

Technical skills: Microsoft Office, Python (Basic), Excel, PowerPoint, Word, Meltwater, Photoshop, Dify (LLMOps)

Language: English (Fluent), Chinese Mandarin (Mother tongue), Chinese Cantonese (Basic)

Interest: Mandarin debating, hiking, reading