Zhongtian ZHANG

Business Research | Project Management | Strategy Analysis
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Selected Works | LinkedIn

Core Competencies

 • **Strategic & Business Analysis:** Skilled in identifying growth opportunities through macro industry trends, deconstructing business models, and providing actionable strategic recommendations.

 • **Project Management & Cross-functional Collaboration:** Proven experience in end-to-end planning, coordination, and execution across domestic and international teams.

 • **Bilingual Communication:** Multilingual background with strong capabilities in drafting bilingual (English–Chinese) reports and coordinating with international consultants.

 • **Data Analysis & Communication:** Proficient in analytical tools and visualization software; capable of breaking down complex problems and presenting insights effectively.

Work Experience

Blue Space Enterprise Management Consulting Co., Ltd.

Manager, Market Research | Oct 2024 – Present

 • **Market Research:** Conducted strategic competitor analysis in consulting and training sectors to inform internal decision-making. Analyzed industry trends and key brand dynamics in the fashion sector to support the consulting team.

 • **Project Management:** Led several projects on organizational transformation and knowledge infrastructure, including (1) building the company's information hub and AI knowledge base; (2) coordinating with international experts and providing bilingual support; (3) managing a research team with two French interns to study global fashion brands.

 • **Strategic Content Development:** Reported directly to the CEO and led key content planning and production for high-level events and client-facing programs, including (1) "Breakthrough 2025" Fashion Summit (Opening keynote by CEO); (2) 2024 Fashion Brand Performance Review & Growth Opportunities (Series of Livestream); (3) Brand Positioning Masterclass for Fashion Entrepreneurs (3-day training program); (4) 2025 Guangdong Fashion Week & Neo-Chinese Style Brand Forum (Content strategist)

Guangzhou Trigger Trend Data Services Co., Ltd.

Researcher & Business Content Creator | Aug 2020 – May 2023

 • **Content Production:** Published over 100 analytical articles (100K+ reads) focused on global demographic, industrial, and economic trends, with emphasis on consumption and international markets.

 • **Special Reports:** Led and co-authored industry research and ESG reports; co-published a book on digital economy transformation.

 • **Strategic Planning:** Drafted proposals and copy for major clients including Huawei and Tencent; created a new service product "Public Sentiment Daily Briefing" to expand business partnerships.

Selected Projects

Brand Positioning Masterclass 3.0 for Fashion Entrepreneurs

May 2025 – Jul 2025 | Chief Content Strategist

 • Led overall curriculum development, including early-stage planning, mid-stage content production and promotion, and post-event brand interviews and research.

 • Targeted fashion entrepreneurs with annual revenue exceeding RMB 100 million, guiding them through strategic positioning and growth pathway analysis.

 • Built a comprehensive model covering track selection, consumer trends, internal capability mapping, and eight key elements of positioning execution.

"Breakthrough 2025" Fashion Industry Summit

Dec 2024 – Jan 2025 | Keynote Strategy Planner (CEO Speech)

 • Coordinated keynote planning for events in Hangzhou and Guangzhou, attended by 600+ fashion and retail industry professionals.

 • Analyzed macro policy, consumer trends, and leading brand strategies to identify four key themes for 2025 growth.

 • Received strong feedback from participants and clients: "Our brand vision has been reignited."

Annual Social Observation Publication for a Top 10 Internet Company

Oct 2022 – May 2023 | Chief Planner, Lead Writer

 • Designed the project blueprint and led internal team coordination and client communication.

 • Conducted expert interviews and content production; introduced a new "data + policy analysis" framework later adopted in subsequent editions.

Baidu Cloud Competitive Communications Analysis Project

Aug 2022 – Dec 2022 | Content Director

 • Developed a dual-product structure: Public Sentiment Daily Briefing + Weekly Competitor Communication Reports.

 • Analyzed narrative logic behind competitor communications and provided messaging recommendations.

Cloud Adoption in China's Banking Sector – White Paper Project

May 2022 – Jul 2022 | Lead Researcher & Writer

 • Analyzed cloud adoption patterns across Chinese banks through structured data collection.

 • Delivered a well-received industry report published online, becoming a model for future public-facing outputs.

Education

Erasmus University Rotterdam (Netherlands)

MSc in Urban Management & Development | Oct 2018 – Sep 2019

Key Courses: Urban Theory, Public–Private Partnerships, Public Finance, Urban Economics, Econometrics

NEOMA Business School (France)

Exchange Program in International Business | Jan 2017 – Jun 2017

Key Courses: Marketing, Non-Profit Management, Supply Chain, French Language and Culture

Southwestern University of Finance and Economics (China)

BSc in Labor and Social Security | Sep 2014 – Jun 2018

Key Courses: Economics, Management, Statistics, Actuarial Science, Public Policy

Skills

 • **Tools:** MS Office, Stata, SQL, Tableau, Canva, ArcGIS, ChatGPT, Coze, Notion
 • **Languages:** English (Fluent, IELTS 7.5), French & Spanish (Basic)

Interests

 • **Cross-cultural Communication:** Traveled solo to 20+ countries across Europe, Americas, and Southeast Asia; highly adaptive to diverse work cultures.
 • **Technology & Productivity:** Enthusiastic about using AI and digital tools to improve collaboration and documentation.
 • **Reading & Writing:** Avid reader of social science and economic literature; active book reviewer on Douban.