

SUMMARY

AI content workflow and ecommerce growth operator with 8+ years across TikTok Shop, Amazon, Shopify, independent websites, Meta, creator ecosystems and global commerce operations. Able to turn product data, reviews, competitor references and platform signals into content strategy, ad assets, AI production workflows and performance review systems.

CORE PERFORMANCE HIGHLIGHTS

\$400k+ / \$700k+ Team result: Comfelie US/UK monthly and Black Friday sales.	\$15M+ GMV Project result: TikTok Shop SEA creator content contribution.
ROI 1:14.5+ Team result: Broadcast Douyin live commerce.	300M+ views Project result: overseas social matrix total views.

EXPERIENCE

Shanghai Weimob Enterprise Development Co., Ltd. · Cross-border Ecommerce AI Growth / Merchant Growth Solutions

2025.08 - Present · StoreClaw.ai · fypro.ai · Genstore · TikTok Shop · Amazon · Shopify

- Personal scope: designed SKU-level AI content workflows from product data, listings, reviews, competitor pages, creator videos and ad assets.
- Mapped insights into Amazon titles, bullet points, A+ content, FAQ, TikTok hooks, UGC scripts, creator briefs and Meta ad assets.
- Worked on StoreClaw.ai merchant growth workflows, fypro.ai video-production scenarios and Genstore natural-language independent-site creation.
- Designed content skills across TikTok UGC video, Amazon product video, independent-site hero video, Meta ads, Instagram Reels, YouTube Shorts and storyboards.

Shenzhen Lute Innovation Technology · US/UK Brand Growth Lead, Comfelie

2024.10 - 2025.05 · TikTok Shop · Amazon · Independent Website · Creator Marketing · Live Commerce

- Personal scope: led US/UK growth across TikTok Shop operations, short-video matrix, live commerce, creator collaboration, Discord community and Amazon / site conversion.
- Team result: stable monthly sales above \$400k, Black Friday month above \$700k, TikTok Shop subcategory Top 2.
- Built and managed an 11-person domestic and overseas team with SOPs, KPI rules, incentive mechanisms and content review loops.
- Managed roughly \$50k/month marketing budget across TikTok Ads, TSP / TAP, live commerce and community operations.

TikTok Singapore Official Ecosystem · Creator Ecosystem Operations / Brand Enablement

2023.12 - 2024.07 · TikTok Shop SEA · Creator Outreach · Brand Live Commerce · TSP Coordination

- Personal scope: built creator segmentation, outreach, pricing, collaboration and content-review mechanisms for Southeast Asian creator onboarding.
- Project result: 97 creators with 500k+ followers signed in six months; 30+ brands connected with 2,000+ overseas creators.
- Project result: 5,000+ shoppable videos contributed more than \$15M GMV, with average creator ROI improved to 1:3.5.
- Helped 20+ brands run TikTok live commerce workflows, including verification, appeal, TSP cooperation and store cold start.

Ribo Group / Broadcast · New Media Operations / Douyin Operations Lead / Brand Growth Lead

2021.02 - 2023.12 · Live Commerce · Content Planning · Creator Collaboration · Paid Traffic

- Built Broadcast Douyin live account from zero, covering team setup, product rhythm, scripts, host training, warm-up and review.
- Team result: third month live sales reached RMB 13M; two operated Douyin accounts stabilized at RMB 25M and RMB 15M monthly sales.
- Controlled paid traffic below 20% and maintained live-room blended ROI above 1:14.5.
- Company/project result: Broadcast Tmall business reached RMB 130M GMV; managed 29+ live team members and a 5+ short-video team.

Shanghai Nantang Industrial Co., Ltd. · Cross-border Ecommerce Operations / SNS Lead

2018.07 - 2020.12 · TikTok Matrix · Independent Site Traffic · Facebook / Google Ads · SEO · Pinterest

- Managed a 50+ TikTok account matrix across setup, warm-up, content tests, posting rhythm, music / hashtag selection and viral review.
- Project result: one account reached 790k+ followers; matrix total views exceeded 300M.
- Supported independent-site traffic and Facebook / Google ad-material optimization, bringing 1,000+ monthly free targeted visitors to the site.

- Built SEO backlinks, managed VPS and 200+ Pinterest accounts, and operated international communities across Facebook, WhatsApp, Snapchat and Telegram.

SELECTED PROJECTS

TikTok Overseas Content Strategy / AI Content Growth Project - Coolgym, Brisira, GIANTGUY

2025.10 - 2026.02 · Project Consultant · Amazon · TikTok Shop · Gradio

- Built a semi-automated workflow from product data, listing and content strategy to asset generation, TikTok publishing, creator distribution and review.
- Built AI image generation, video generation, image QA, product copy and Amazon / TikTok launch workflows with Gradio operational tools.
- Project result: related TikTok content reached 300k+ views in one week.

Fizzandrizz TikTok Shop - Content and Store Growth Consultant

2025.08 - 2025.09 · Creator BD · Short Video · Product Launch · Team Management

- Rebuilt creator BD, short-video, product-launch and team-management workflows on site in Qingdao.
- Optimized store homepage video layout, selling-point messaging, launch rhythm and KPI standards.
- Project result: performance doubled within one month after process and team adjustments.

WEBSITE PROJECTS

trix.love	Brazil B2B · China sourcing + free AI content support Role boundary: independent design and development.
jmtrick.com	Brazil B2B procurement lead-capture site Role boundary: independent design and development.
comfelie.com	US / UK ecommerce brand site Role boundary: independent design and development.
fizzandrizz.com	US TikTok Shop brand site Role boundary: independent design and development.
xsoulofficial.com	United States ecommerce site Role boundary: independent design and development.
twinklestarshop.net	United States ecommerce site Role boundary: independent design and development.
shoplifelong.com	United States ecommerce site Role boundary: independent design and development.
bencmateworld.com	United States ecommerce site Role boundary: independent design and development.

SKILLS

AI & Multimodal: AI video workflow, prompt and keyframe design, multimodal content evaluation, product content extraction, content QA, agent workflow.

Ecommerce: TikTok Shop, Amazon, Shopify, creator operations, listing content, content testing, cross-border market operations.

Product & Development: Python, Gradio, website implementation, analytics, operational dashboards, product workflow design.

Content: Product video, UGC scripts, creator briefs, landing-page content, social content systems, short-video matrices.

EDUCATION

St. Lawrence College · Software Engineering · 2015-2018

LANGUAGES

Chinese native speaker. English used across cross-border ecommerce, overseas creator collaboration, TikTok Shop, Amazon, Shopify and international client communication.