

Hongliang Shi

Phone: +971 581337843 | Email: shihongliangsg@gmail.com
LinkedIn: <https://www.linkedin.com/in/hongliang-shi/>



PROFESSIONAL EXPERIENCE

Star Software Technology DMCC

Oct 2023 - Present

Operation Supervisor

Dubai

Spot Trading Team

Product Operations: Responsible for the daily operations of the exchange and driving product feature optimizations based on user experience and competitive analysis. 65% of the optimization suggestions were adopted and implemented, ensuring stable platform operation and enhancing user experience. New user registrations increased by 335% year over year.

Internal Business Optimization: Coordinated with customer service, operations, product, and technical departments to provide suggestions for optimizing daily workflows, strategies, and features, improving internal efficiency and reducing communication costs.

Community Operations: Managed the platform's self-developed chat software community and Telegram community.

Established a community public sentiment monitoring mechanism, effectively reducing reputational risks.

Data Analysis: Responsible for analyzing platform data, providing daily operational data, and suggesting reasonable activity plans based on data analysis.

Anti-Money Laundering (AML) Monitoring: Monitored risk users for anti-money laundering activities. Assisted in adjusting and optimizing the company's AML policies and processes, including transaction monitoring, investigation, customer risk classification, and enhanced due diligence, in accordance with the latest regulatory requirements and best practices.

Team Management: Responsible for team training, management, and task delegation, enhancing team cohesion and professional capabilities.

Futures Risk Team

Handling Trade Disputes: Liaised with customer service, business, and technical departments to verify and clarify user trade disputes.

User Analysis: Analyzed user trading behaviors, trading processes, profits and losses, and identified potential risk points, providing monitoring or intervention suggestions.

Trade Analysis: Actively tracked the platform's position summary, analyzed current positions, and reviewed historical trades to gain insights into users' trading behaviors, processes, profit/loss, and potential risks. Produced reports offering risk assessments and recommendations to improve platform control over position risks.

Market Making Risk Control: Analyzed risk users, agents, and orders, providing suggestions for risk mitigation and assisting in optimizing risk management processes.

Product Operations: Researched parameters of competing trading products, product types, and proposed improvements to backend features.

China Civil Engineering Construction

Aug 2020 - Present

Brand and Communication Manager

Abu Dhabi

Brand Building: Responsible for assisting in the implementation of the Corporate Identity System, standardizing brand visuals.

Media Management: Responsible for graphic and content editing, content planning, and operation of the company's social media. Through precise content planning and high-quality editing skills, improved the company's influence and brand recognition.

Responsible for providing material and proofreading to Chinese and UAE media, as well as stock company and company social media. Responsible for collecting, shooting, and producing photos and videos for various project engineering, providing high-quality promotional images and videos for social media.

Utilizing professional shooting techniques and editing skills, produced several outstanding project promotional films and videos, receiving unanimous praise from clients and leaders.

Event Planning and Execution: Responsible for formulating plans, organizing and implementing large and medium-sized online and offline events, training, and conferences for the company. Ensure project progress and leadership satisfaction.

Coordinate and handle various unexpected situations, effectively ensuring the successful organization of events and conferences.

Corporate Culture Development: Responsible for collecting corporate culture materials and major event materials from various departments and project teams, and producing rich cultural propaganda content. Disseminate and promote culture through various channels. Through the planning and production of various forms of cultural propaganda content, effectively enhance awareness of the company's culture and employee cohesion. Coverage includes 860+ Chinese employees and 10,800+ foreign employees in the UAE subsidiary.

Media Maintenance: Assist in maintaining relations with media outlets and facilitate communication for purposes.

WenChao Group

Jul 2018 - Jul 2020

E-commerce designer

Dubai

Responsibilities and Abilities:

Responsible for visual design and product design for various online and offline brands of the company, including marketing activities, detailed product pages, H5 pages, print ads, web pages, and product packaging.

Standardized product photography, design and operation design processes, with over 2000 products listed and over 2200 products optimized.

Participated in the planning and execution of over 70 online and 10 offline activities, successfully discovering new users, increasing user activity and retention rates, and tracking and summarizing the effectiveness of activities in a timely manner.

Participated in the operation of WeChat official account and multiple social platforms, as well as the operation of multiple communities, adjusting push content based on backend data and user profile analysis, successfully increasing user stickiness.

Assisted in the operation of visual design for various brand operations of the company, maintaining brand consistency and enhancing the company's external image.

Achievements:

Listed and optimized over 4200 products, while standardizing product photography, design and operation design processes. Participated in the planning and execution of over 70 online and 10 offline activities, successfully discovering new users, increasing user activity and retention rates.

Participated in the operation of WeChat official account and multiple social platforms, successfully increasing user stickiness.

Characteristics:

Possess teamwork and communication skills, assisting in the operation of visual design for various brand operations of the company, maintaining brand consistency and enhancing the company's external image.

Develop community operation plans based on user habits to keep communities active.

SKILLS LIST

- Design & Video Production: Proficient in Photoshop, Premiere Pro, After Effects, and Final Cut Pro;
- Office & Presentation Tools: Skilled in Xmind, PowerPoint, and Word with strong logical thinking and presentation abilities.
- Data Analysis: Skilled in Excel and SQL; completed the Google Data Analytics Specialization.
- Project Management: Solid foundation in project coordination; certified by Microsoft and LinkedIn.
- AI Fundamentals: Knowledgeable in Generative AI and computer ethics; completed Microsoft certification.
- Communication & Leadership: Strong interpersonal skills, emotional intelligence, and team collaboration; certified by LinkedIn Learning in leadership development.

EDUCATION

Zhejiang University of Technology
Construction Engineering Management Diploma

Sep 2017 - Jun 2020
Hangzhou

SUMMARY

- I have 4 years of experience in operations and 5 years in design and photography.
- I have experience in team management and resource coordination, effectively driving project implementation and completion.
- I possess sharp market insight and a strong sense of innovation, with in-depth knowledge and understanding of digital marketing.
- I am positive, optimistic, and excel at team communication and collaboration, with cross-cultural work experience.
- I demonstrate strong resilience, adaptability, and execution ability, and I take responsibility for my work, paying close attention to detail and quality.
- I have a strong self-drive and learning ability, with a structured approach to learning.
- I maintain a continuous enthusiasm for learning about the internet, new technologies, and methods, consistently enriching my knowledge and applying it to my work.