林炜

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实习经历

美世乐（MUST）新能源 | GTM 实习生 | 深圳

2026.03—2026.05

核心成果：围绕光伏逆变器、锂电池储能、UPS 3 条产品线，完成 6 个目标市场、12 家竞品分析，输出 4 份 GTM 方案，支持 2 个版本物料上线并沉淀 30+ 条潜在线索。

- **市场与竞品分析：**围绕光伏逆变器、锂电池储能、UPS **3 条产品线**，完成**6 个目标市场、12 家竞品**的渠道、价格、认证与应用场景调研，使用 AI 辅助整理公开资料并输出**非洲新能源市场地图。**
- **GTM 方案设计：**基于客户画像与渠道访谈，提炼**4 组价值主张**，输出**4 份 GTM 方案**及英文产品介绍、销售话术和竞品对比材料，支持海外业务团队进行客户沟通。
- **渠道与线索转化：**协同销售、技术支持与市场团队搭建“触达—询盘—报价—跟进”**4 阶段漏斗**，推动**2 个版本物料**上线，沉淀**30+ 条**潜在线索并完成重点客户跟进。
- **数据复盘与协同：**建立曝光、点击、询盘、报价 **4 项 GTM 指标**的周度看板，结合 AI 生成会议纪要与客户需求摘要，推动市场反馈回流产品与销售策略。

得物 | 增长产品实习生 | 上海

2025.07—2025.10

核心成果：覆盖 4 个增长模块，累计输出 6 份 PRD、9 个需求，推动 2 个版本、7 个功能上线，注册转化率提升 12%、首购转化率提升 8%。

- **增长产品规划：**参与得物 App 投放侧产品迭代，覆盖**程序化投放、投放管理后台、素材平台、新用户链路 4 个模块**；拆解曝光—点击—激活—注册—首购 **5 层漏斗**，累计输出**6 份 PRD、9 个需求**，并使用大语言模型辅助整理**320 条**用户反馈、拆解**8 家**竞品，使调研分析用时降低**30%。**
- **转化实验：**针对落地页跳失与新客首购转化问题，参与设计**3 组**页面信息层级、权益表达与素材匹配 A/B 实验，推动注册转化率提升**12%**、首购转化率提升**8%。**
- **版本推进：**协同投放、财务、用户运营、研发、设计 **5 类角色**完成需求评审、排期、联调与上线验收，推动**2 个版本、7 个功能**按期上线，需求交付周期由**14 天缩短至 10 天。**

网易有道 | 用户增长运营实习生 | 北京

2024.07—2024.09

核心成果：围绕 2 类核心转化场景输出 18 套素材、36 版文案，页面点击率提升 12%、课程转化率提升 8%，素材迭代周期由 3 天缩短至 2 天。

- **增长素材产品化：**负责首页资源位、课程页 **2 类核心转化场景**的素材策划与迭代，累计输出**18 套素材、36 版文案**，推动页面点击率提升**12%**、课程转化率提升**8%**；结合 AI 辅助生成、人工审核与小流量验证，单轮素材产出时间降低**30%**，周均产能提升至**24 套。**
- **用户洞察：**通过用户回访、问卷调研、行为数据复盘 **3 种研究方式**，覆盖**12 名用户、86 份问卷**，使用 AI 辅助访谈摘要、意见聚类与多版本文案整理，沉淀用户分层、学习需求及付费痛点，输出**2 份**用户洞察报告。
- **数据运营：**建立曝光、点击、转化、留存、获客成本 **5 项增长指标**的日常监测口径，累计复盘**4 次活动、16 个资源位**，使素材迭代周期由**3 天缩短至 2 天。**

教育背景

厦门大学嘉庚学院 | 全日制本科 | 电子信息工程　　2024—2026

证书与荣誉：国家奖学金荣誉证书 | 大学英语六级、四级 | 计算机二级 Python、三级网络技术 | 图形处理（PS）中级 | 驾驶证 C1E

个人优势

具备 **AI 产品、用户增长与 GTM 商业化**复合能力，拥有得物、网易、美世乐（MUST）新能源及独立产品实践；主导 AI 产品从 0 到 1 落地，累计获得 **2,512 名用户、核销收入 2.9 万元**。能够完成从市场洞察、需求拆解、PRD 与版本推进，到 A/B 测试、增长复盘及商业化验证的产品闭环。

Lin Wei

Male | 23 | CPC Member · China-wide Base | Open to travel and relocation
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Fluent English | CET-6

Internship Experience

MUST New Energy | GTM Intern

Mar 2026 — May 2026

Key result: Covered 3 product lines, analyzed 6 target markets and 12 competitors, delivered 4 GTM plans, launched 2 material versions and generated 30+ qualified leads.

- **Market and competitor analysis:** Researched channels, pricing, certifications and use cases for PV inverters, lithium-battery storage and UPS across **6 African target markets** and **12 competitors**; used AI to structure public data and produce an Africa renewable-energy market map.
- **GTM planning:** Derived **4 value propositions** from customer profiles and channel interviews; delivered **4 GTM plans**, English product introductions, sales scripts and comparison sheets for overseas customer conversations.
- **Lead-funnel execution:** Built a **4-stage funnel** (reach → inquiry → quotation → follow-up) with sales, technical support and marketing; launched **2 material versions** and followed up on **30+ leads**.
- **Data and collaboration:** Set up a weekly dashboard covering **4 GTM metrics**; used AI to summarize meetings and customer needs, feeding market feedback into product and sales decisions.

Dewu | Growth Product Intern

Jul 2025 — Oct 2025

Key result: Covered 4 growth modules, wrote 6 PRDs and 9 requirements, shipped 2 versions and 7 features; registration conversion rose 12% and first-purchase conversion rose 8%.

- **Growth product planning:** Supported Dewu App acquisition-side iterations across programmatic advertising, campaign management, creative platform and new-user journey; mapped a **5-stage funnel** and used LLMs to organize **320 feedback items** and analyze **8 competitors**, reducing research time by **30%**.
- **Conversion experiments:** Designed **3 A/B test groups** covering page hierarchy, benefit framing and creative-to-page matching, improving registration conversion by **12%** and first-purchase conversion by **8%**.
- **Version delivery:** Coordinated five role groups across review, planning, integration and acceptance; shipped **2 versions and 7 features** on schedule and shortened delivery from **14 to 10 days**.

NetEase Youdao | User Growth Operations Intern

Jul 2024 — Sep 2024

Key result: Produced 18 creative sets and 36 copy variants for 2 conversion scenarios; page CTR rose 12%, course conversion rose 8%, and iteration time fell from 3 days to 2 days.

- **Creative productization:** Owned creative planning for homepage resource slots and course pages; delivered **18 creative sets and 36 copy variants**, improving CTR by **12%** and course conversion by **8%**. Used AI for drafts, human review and small-traffic validation, cutting single-round production time by **30%**.
- **User insights:** Combined interviews, surveys and behavior reviews across **12 users and 86 questionnaires**; used AI for interview summaries and opinion clustering, delivering **2 user-insight reports**.
- **Data operations:** Monitored **5 growth metrics** and reviewed **4 campaigns and 16 resource slots**, shortening the creative iteration cycle from **3 days to 2 days**.

Education

Xiamen University Tan Kah Kee College | Full-time Bachelor's | Electronic Information Engineering 2024 — 2026

Honors & certifications: National Scholarship Certificate | CET-6, CET-4 | Python Programming Level 2 | Network Technology Level 3 | Intermediate Photoshop | C1E Driver's License

Personal Strengths

Combines **AI product, user growth and GTM commercialization** capabilities, with hands-on experience at Dewu, NetEase Youdao, MUST New Energy and an independent AI product. Led an AI product from 0 to 1, acquiring **2,512 users and RMB 29,000 in redeemed revenue**. Able to close the loop from market insight and requirements to PRDs, release delivery, experimentation, growth review and commercialization validation.