ZHAO ZHONGHAO

Web3 Product Operations (Wallet/Traffic Focus)

📞 +86-177-5690-1815 @ zhaozhonghao599@gmail.com 🔗 http://w3xuan.xyz

PROFESSIONAL SUMMARY

4 years of experience in the Web3 industry, specializing in product operations and ecosystem expansion. Core competencies include building Web3 product operation systems from scratch, token economy implementation, and cross-channel user growth loop design. Successfully drove 3 key projects to achieve millions of impressions and over 250,000 targeted user acquisitions.

Led collaborations with over 100 industry-leading KOLs/KOCs and executed more than 50 online/offline events, accumulating partnerships with 30+ industry institutions. Deeply understands user needs and operational logic of wallet, Infofi, and developer ecosystem products, with strong capabilities in Web3 product implementation and data-driven iteration.

Thrives on challenges, adapts to fast-paced work environments, and is committed to contributing to the rapid development of the Internet/blockchain industry.

PROFESSIONAL EXPERIENCE

Ecosystem Expansion/Product Operations Lead

Giverep（Web3 Infofi platform）

📅 06/2025 - Present

- Led product ecosystem development and business expansion, onboarding over 100 top industry KOLs and securing paid promotion partnerships with 30+ high-quality projects, driving an average of **40,000 monthly active targeted users** for the product.
- Built a cross-platform media account matrix, achieving over 250,000 followers within 3 months.
- Participated in the product design and token economic model development of KrillTube, led the implementation of user incentive mechanisms, and helped the project win the 2nd place in the Sui Global Hackathon.

Media Operations Specialist

TokenPocket Wallet

📅 10/2024 - 09/2025

- Responsible for core product feature promotion and full-link operations; executed 5 major feature launch campaigns through a three-tier communication system (official media + KOLs + communities), achieving **a total of 1 million impressions**, and driving significant improvements in feature adoption rate and wallet monthly active users.
- Planned thematic events such as "Anniversary Memories" and "Pizza Day Challenge", designed community task incentive systems, and increased active users in core communities by 50%.
- **Fully managed 3 industry offline exhibitions and events**, including sponsorship acquisition, booth design, and on-site execution; reached over 2,000 targeted industry users, collected 20+ valid cooperation intentions, and facilitated the subsequent implementation of ecosystem partnerships.

Foundation Event Ambassador

Sui Foundation

📅 03/2024 - 10/2025

- Focused on promoting the Sui ecosystem in the Chinese-speaking market across the Asia-Pacific region; planned and executed over 20 offline Meetups (technical sharing sessions, ecosystem exhibitions) covering key cities such as Shenzhen and Hong Kong, with a total participation of over 2,500 people, driving the growth of Sui's Chinese-speaking developer community.
- Led the online "Sui Move Star Navigation Program", designed developer growth incentive paths, attracted over 500 developer registrations, with 30% of participants completing smart contract development practical training, and accumulated over 200 high-quality Chinese-speaking developer resources.

Community Manager/Planning & Operations Specialist

Yuanzhuo Labs (NFT Community)

📅 03/2021 - 03/2024

- Built a digital collection user service community from scratch, established a matrix of 10+ vertical KOLs; through precise content operations and user stratification management, **achieved over 30,000 total followers** across platforms, with core community user activity rate reaching 28%—far exceeding the industry average of 10%.
- Connected industry resources to secure **over 70,000 in cooperation orders,** designed KOL traffic monetization mechanisms, helped cooperating KOLs increase their average income by 200%, delivered over 2 million brand impressions for clients, and improved community commercial monetization efficiency by 40%.

LANGUAGE PROFICIENCY

English
Advanced ●●●○○

Chinese
Native ●●●●●

CORE STRENGTHS

✏️ **Content/Community Operations**
Proficient in cross-platform content creation and management; excellent user operation and community management capabilities; effective communication between products and users.

👥 **Organization & Collaboration**
Rich experience in planning and executing large-scale online/offline events; strong team collaboration, planning, and event review capabilities.

👉 **Industry Resources**
Established cooperative networks with 30+ blockchain/Web3 institutions; adept at securing cooperation opportunities, rapid resource integration, and event implementation.

TECHNICAL SKILLS

Product Operations	Ecosystem Expansion
Token Economy	Data Analysis
Industry Cognition	Wallet
Media Operations	Community Operations

FOCUSED TRACKS

Stablecoins/Payfi/RWA/PredictionMarket

- Stablecoins/Payfi: Optimizing cross-border payment efficiency, promoting offline payment penetration, and exploring compliance implementation paths; researching the application logic of stablecoins in small-value high-frequency payment scenarios.
- RWA (Real-World Assets): Focusing on on-chain confirmation and circulation of assets such as real estate, bulk commodities, and intellectual property; researching core modules including compliant asset onboarding processes, token splitting mechanisms, and risk control systems.
- Hardware Products: Upgrading hardware wallet security, incentivizing Depin node deployment, and enabling on-chain data interaction for IoT devices; researching integration models between hardware products and token economies.
- Prediction Markets: Exploring product design and user growth strategies for Web3 prediction market platforms.