

Xujun Wang

Hangzhou, China | wangxujun0516@gmail.com | linkedin.com/in/xujun-wang-aab8b8264 |
Available for remote opportunities worldwide

Professional Summary

International product operations and localization specialist with 6+ years driving global go-to-market content strategy across AI agent platforms (Coze by ByteDance), cloud infrastructure (Alibaba Cloud), and real-time communications (NetEase RTC). Proven track record of applying product operations thinking to multilingual content strategy, international user growth, and cross-cultural communication. TEM-8 and CATTI Level II certified. Foundational Spanish (A2).

Core Competencies

- International operations: multilingual content management, global market strategy
- User growth: landing page conversion +18% CTR, user satisfaction +6.3pp, overseas SEO
- Localization: EN-ZH translation (230+ docs), English UI review (800+ strings), console copy
- Product operations: AI content strategy (50+ API/SDK docs), agile release cycles
- Cross-cultural communication: Central Asia / Africa / South America market development

Selected Experience

International Product Content Operations, CITIC Digital, on-site at ByteDance

Jan 2024 - Feb 2025

- Built international content systems for the Coze AI agent development platform, authoring 50+ English API and SDK developer documents supporting global go-to-market strategy.
- Managed 110+ bilingual feature documents and user guides synchronized with weekly product release cycles for consistent international UX.
- Reviewed and optimized 800+ English UI strings across the platform, elevating international UX quality and brand consistency.
- Collaborated with PMs and engineering to drive a closed-loop content operations workflow from requirements intake to delivery.

International Content Operations, Shanghai Newtouch, on-site at NetEase

Jun 2021 - Dec 2023

- Managed full-lifecycle multilingual content for real-time audio/video (RTC) products, including API references, SDK guides, and best practices.
- Led documentation architecture redesign based on user journey analysis, driving API documentation satisfaction from 78% to 84.3%.
- Optimized English copy for overseas product landing pages and cloud console interfaces, achieving an 18% improvement in click-through rates and directly contributing to international user growth.

Product Localization Operations, Fabu Information, on-site at Alibaba Cloud

Mar 2020 - Jun 2021

- Localized 230+ English technical documents for Alibaba Cloud's international product suite (VPC, PolarDB, DingTalk), adapting content for global markets.

- Improved English console copy across multiple cloud product interfaces, enhancing international user experience.
- Supported DingTalk's globalization initiative by localizing UI strings and international-facing content.

International Market Development Specialist, Ministry of Water Resources

Jun 2014 - Mar 2020

- Expanded markets across Central Asia, Africa, and South America through trade shows, overseas training, and digital outreach.
- Drove 100+ annual overseas inquiries and approximately \$180K in attributed orders through SEO strategy and website localization.

Education

- Zhejiang Normal University, Bachelor's Degree in English
- Zhejiang University of Distance Education, Bachelor's Degree in Electrical Engineering and Automation

Certifications

- TEM-8 (Test for English Majors, Band 8)
- CATTI Level II, English Translation
- Spanish -- Beginner (A2)

Target Roles

- International Product Operations
- Product Localization Manager
- Global Content Operations
- International Market Development