

# Di Xu

## AI Applications, Growth & Business Systems

Shanghai, China | dixu1214@gmail.com | +86 18657280358

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### SUMMARY

AI application builder with a finance/economics background, computer science/AI training, and hands-on experience turning complex business processes, content operations, and market signals into scalable AI workflows. Built AI CRM/RAG knowledge systems, automated VOC and competitor monitoring tools, and AI content systems generating 1M+ impressions. Strong in user insight, workflow design, lightweight prototyping, and translating AI capabilities into measurable business outcomes.

### EDUCATION

**Georgia Institute of Technology | M.S. Computer Science, AI** Online / Atlanta, US | 2026 - 2028 (Expected)  
**University of Cambridge | MPhil Finance and Economics** Cambridge, UK | 2017 - 2019  
**University College London | BSc Economics and Statistics, First Class Honours** London, UK | 2014 - 2017

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### EXPERIENCE

**Shanghai Cangshizhili Cultural Exchange Co., Ltd.** Shanghai, China | Oct 2024 - Present  
Co-founder

- Built an AI-powered CRM and RAG-based sales knowledge system for 2C/2B client management, productizing the full workflow from lead intake, discovery, quotation, and contract confirmation to document preparation, submission, and delivery.
- Designed AI-assisted workflows for reminders, follow-up scripts, client segmentation, conversation summaries, personalized solution recommendations, and next-best actions based on recurring sales and delivery patterns.
- Deployed HTML-based internal tools for 10 users, supporting 50+ monthly client follow-ups, improving client document preparation from ~2 hours to ~20 minutes, and building a 3,000+ asset sales knowledge base.

**Shenzhen Xinbeidi Technology Co., Ltd.** Shenzhen, China | Nov 2025 - Present  
AI Content Project Lead

- Built an AI-powered overseas content growth system for large home furniture products, turning competitor benchmarking, content generation, asset management, social distribution, and weekly performance review into a repeatable workflow.
- Produced 400+ AI-assisted content assets per week across images, short-video scripts, covers, titles, and product copy; distributed through Pinterest and Instagram, growing Pinterest from 0 to 1M+ impressions in two months.
- Built AI market intelligence tools for Amazon VOC analysis, competitor/new-product monitoring, and brand research, supporting 10 ASINs per VOC run and weekly monitoring across 5-6 brands for product, operations, and marketing decisions.
- Automated report generation and WeCom (Enterprise WeChat) delivery using Python, APIs, HTML, Notion, GitHub Actions, and webhooks, reducing repetitive research and manual analysis work.

**IBM** Shanghai, China | Jul 2021 - Oct 2024  
Information Developer

- Contributed to watsonx chatbot and AI-assisted documentation workflows, translating enterprise product knowledge into structured content and conversational support experiences.
- Partnered with product, engineering, and client-facing teams to create technical documentation, release materials, user guidance, and enablement assets for complex enterprise products.

**Minsheng Securities Co., Ltd.** Shanghai, China | Oct 2020 - Jun 2021  
Investment Banking Analyst, IBD

- Supported Zhejiang regional capital markets projects across initiation, due diligence, filing, and issuance, while preparing industry research, strategic materials, and client presentations.

**Bloomberg** London, UK | May 2019 - Oct 2020  
Senior Equity Analyst

- Built customized analytical solutions using Bloomberg data and terminal functions; delivered client training, thematic webinars, and company/industry research across buy-side and sell-side clients.

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### SELECTED AI PROJECTS

**Didi Suisui Nian** Dec 2025 - Present  
Personal AI Content & Growth Lab

- Grew a multi-platform AI content brand across Xiaohongshu, Douyin, WeChat Channels, Bilibili, and YouTube to 30K+ followers in five months, with top content reaching 100K+ views, 2,900+ likes, and 2,900+ saves.
- Built content collection, daily AI news extraction, and performance review workflows; open-sourced 5-8 AI content-production skills on GitHub and generated 6-7 monthly sponsorships plus recurring consulting inquiries.

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### SKILLS

**AI & Product:** AI applications, RAG knowledge bases, workflow automation, prompt engineering, user research, lightweight full-stack prototyping

**Growth & Business:** content-led growth, VOC analysis, competitor monitoring, market research, business analysis, client solutions

**Tools:** Python, HTML, APIs, webhooks, GitHub Actions, RAG workflows, Bloomberg Terminal