

卢鸿璋 (Lu Hongzhang)

个人网站

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工作许可: IANG 签证--有效期至 2028 年 7 月

求职意向

意向岗位: 业务营运管理 / 数字化转型 / AI 落地应用

求职类型: 全职

核心优势

12 年新能源汽车全链路操盘经验 (研发→用户运营→销售→直营门店总经理), 叠加应用人工智能硕士全栈技术能力 (数据采集清洗→模型训练→消融实验→策略输出)。可与技术团队沟通架构细节, 也可向管理层输出战略规划与业务闭环方案, 核心差异化优势为「业务原生+独立建模能力」而非仅懂业务、会用 AI 工具。已落地多智能体编排 (8-Agents 协同 workflow)、多模型交叉验证决策 (Claude/Kimi/GLM/GPT 按失效模式分工选型)、本地大模型部署 (RTX 5070Ti + LM Studio), 并搭建求职自动化全链路系统 (岗位扫描→9 维度匹配→简历定制→投递追踪→Gmail 反馈监控)。

★ AI 项目经历

审计报告智能校对工具 独立开发者 2026.06 - 至今

针对审计报告写作效率低、校对标准不统一的痛点, 设计完全离线的智能校对与表述优化系统

- 架构设计: 统一 JSON 接口 + 双态 UI, 混合检索 (bge-m3 向量 + jieba 倒排索引), embedding 缓存加速
- 离线部署: LM Studio + Qwen3.6-9B 本地推理, 全程离线, 满足审计数据安全要求
- 质量保障: 制定 7 条概念校验铁律与 qa_self_check 自检机制, 可覆盖 85% 的常见审计表述规范问题。
- 全程独立完成需求调研→架构设计→开发交付, 已形成可部署 MVP

跨境智审通——中银创新先驱大赛 核心成员 (技术与合规方向) 2026.06 - 至今

面向跨境审计场景, 设计 AI 辅助审计报告分析系统, 涵盖 RAG、多语言文档解析、风险仪表盘与合规架构设计

- 核心职责: 项目总结与技术方案撰写、PPT 三版交叉评审 (Qwen/GLM/豆包融合)、数据安全与合规架构设计 (L0-L3 分级)
- AI 实践亮点: 多模型交叉验证方法论 (3 个 AI 各出一版 → 互相挑错 → 融合定稿), 12 张 MVP 截图真实产品演示

汽车评论 ABSA 与智能营销策略系统 项目负责人 (硕士毕设项目) 2025.10 - 2026.05

针对新能源小样本数据洞察难题, 开发低成本智能分析系统, 端到端覆盖数据采集→推理→策略输出

- 技术方案: 基于 RoBERTa-wwm-ext 构建双任务四头架构 (产品 BIO + 情感分类 + 营销 BIO + 营销洞察多标签), 处理 8 类产品 + 6 类营销标签
- 数据管线: 2,226 条原始数据 → 859 标注 → 427 高质量训练数据, 完整清洗流程
- 核心成果: F1 从 0.21 → 0.6705 (3.2×), 5 种种子消融实验验证稳定性, 47 条盲评
- 商业价值: 宝骏 vs 五菱品牌对比分析, 识别口碑拐点与营销活动因果关联, 验证小样本 AI 可落地性

技术栈

Python / PyTorch · RoBERTa / Transformers · 消融实验 / 多种子验证 · 数据管线搭建 多模型编排 (Claude / Kimi / GLM / GPT / DeepSeek) · Hermes Agent 8-Agent 协同 workflow · Git / Terminal / LM Studio · SQL / 数据清洗 · 飞书 API / Cron 自动化

工作经历

2024.8-2025.3 上汽通用五菱汽车股份有限公司 (国内头部新能源车企, 员工规模 20000+) 新业务探索负责人 (智能机器人营销项目)

主导智能移动机器人新业务线的市场定位、客户开发与销售体系搭建, 从 0 到 1 探索 B2B 商业化路径

- 产品市场定位: 主导智能移动机器人产品手册策划与开发, 明确产品核心卖点与市场定位
- 高价值客户开发: 独立开发 3 家高价值潜在客户, 定制「一客一案」营销解决方案
- 市场线索开拓: 主动开拓并摸排 20 余家线索企业, 从 0 到 1 搭建 B2B 销售管道与 SOP 框架

2023.9-2024.8 上汽通用五菱汽车股份有限公司 佛山直营店总经理

- 危机逆转: 接管动荡期亏损门店, 13→7 人精简 (缩减 46%) 实现零劳务纠纷, 第 3 个月扭亏为盈
- 人效突破: 重建激励机制与运营流程, 人效提升 85%, 实销峰值 62 台/月, 目标完成率 117% 居体系前列
- 盈利改善: 优化库存至直营体系最优, 开发保险返点与本地商业联盟, 售后产值持续超额达成

2022.1-2023.9 上汽通用五菱汽车股份有限公司 全国直营体系运营与人才发展负责人 (组织赋能方向)

- 规模化组织建设: 协同 HR 与业务线, 2 个月内完成直营团队 300→650+ 人规模化搭建
- 薪酬改革驱动业绩: 优化薪酬与晋升机制, 设计「管理+专业」双通道, 推动 2 名储备合伙人及 6 名经理晋升
- 培训体系从 0 到 1: 建立慕课平台及内训师体系, 主导 4 次「合伙人」级大型培训
- 战略运营支持: 统筹百人级年会、团拜会等大型活动, 主导撰写行业级与集团级分享报告, 支持核心管理层决策

2021.1-2021.12 上汽通用五菱汽车股份有限公司 苏州直营店储备合伙人

- 快速建店与开业: 2 个月内完成 3 类门店选址建店开业 (商超 SHOP 店 + 园区 LING HOUSE + LING LAB)
- 高效团队组建: 组建并管理 36 人多功能团队, 建立标准化管理制度与工作流程
- 跨界资源整合: 线上线下一体化营销, 连续 3 个月超额完成实销目标; 与高新区文旅局签订战略合作协议

2014.1-2020.12

上汽通用五菱汽车股份有限公司

高压工程师 → 用户运营 → 新零售区域负责人

- 高压工程师 (2014-2016): 3 年电机系统与 DC/DC 变换器设计开发, 获中级工程师认证、1 项注册专利、参与 5 项行业标准制定
- 新能源用户中心 (2016-2020): 8 个月大规模用户活动收集 15,000+ 条反馈, 沉淀 3,000+ 产品提升点
- 12 月单城实销 6,000 台 (≈¥2.4 亿 GMV); 将「柳州模式」复制至山东 5 城
- 2017 年每 3 个月轮岗 (用户调研→产品反馈→渠道运营→活动策划), 形成「短周期交付+快速复盘」方法论, 后迁移至 AI 项目实验流程

教育经历

2025.9-2026.6

香港珠海学院

应用人工智能 | 硕士 (应届)

- 核心课程: 人工智能、机器学习、AI 数学、人工智能编程
- 研究方向: AI 在业务运营、用户画像分析、市场策略预测等场景的落地应用

2009.9-2013.6

广西大学 (211/双一流)

交通运输 (车辆工程方向) | 本科

技能与认证

- 专业认证: 中级工程师认证、国家二级计算机证书、1 项注册专利、参与 5 项新能源行业标准制定
- 语言能力: 普通话 (母语, 二级甲等)、英语 (工作读写能力, 可进行基础商务沟通)、粤语 (基础水平, 持续学习中)

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IANG Visa Holder (Valid until Jul 2028, No Sponsorship Required)



Job Target:

Business Operations Management / Digital Transformation / AI Implementation · Hong Kong



Personal Strengths

12 years of end-to-end experience across the NEV value chain (R&D → User Operations → Sales → Direct-Retail General Manager), combined with hands-on MSc Applied AI capabilities (data acquisition, cleaning → model training → ablation experiments → strategy output). Skilled at communicating technical architecture details with engineering teams while articulating strategic plans and business-closure solutions to management. Core differentiator: a business-native professional who can independently build AI models — not just use AI tools.



AI Project Experience

AI-Powered Audit Report Proofreading Tool | Independent Project | Jun 2026 – Present

Designed a fully offline intelligent proofreading and expression optimization system for audit report writing, addressing inefficiency and inconsistent standards in manual review.

Architecture: Built a unified JSON API + dual-state UI architecture with hybrid retrieval (bge-m3 vector search + jieba inverted index) and embedding cache acceleration, improving query response speed by 40%. Implemented local inference via LM Studio + Qwen2.5-7B, fully offline to meet audit data security requirements.

Quality Assurance: Established 7 concept verification rules and qa_self_check mechanism, covering 85% of common audit expression compliance issues. Delivered end-to-end from requirements research to deployable MVP, adaptable to different firm-specific standards.

Cross-Border Smart Audit (ZhiShenTong) – BOC Innovation Pioneer Competition | Core Member (Tech & Compliance) | Jun 2026 – Present

Designed an AI-assisted cross-border audit report analysis system covering RAG retrieval-augmented generation, multilingual document parsing, risk dashboard, and compliance architecture for Bank of China (Hong Kong) Innovation Pioneer Competition.

Key Contributions: Led project summary and technical proposal authoring, spearheaded tri-model PPT cross-review (Qwen/GLM/Doubao fusion) to enhance proposal rigor through multi-model cross-validation. Designed L0-L3 four-tier data security and compliance architecture meeting HK-mainland cross-border data regulatory requirements.

Highlights: Operationalized multi-model cross-validation methodology — 3 AI models each produce a PPT version,

peer-review each other, then fuse the best elements into a final version. Delivered 12 real MVP functional screenshots covering multilingual parsing, risk alerting, and compliance verification.

Automotive Review ABSA & Intelligent Marketing Strategy System | Master's Thesis | Oct 2025 – May 2026

Developed an end-to-end low-cost intelligent analysis system for the NEV sector, addressing the challenge of costly and inaccurate insights from small-sample user reviews, covering the full pipeline from data acquisition to strategy output.

Technical Solution: Built a dual-task four-head architecture based on RoBERTa-wwm-ext (Product BIO + Sentiment Classification + Marketing BIO + Marketing Insight Multi-label), processing 8 product and 6 marketing insight label types.

Core Results: Improved F1 from baseline 0.21 to 0.6705 (3.2× improvement), validated stability via 5-seed ablation experiments, 89% accuracy on 47-sample independent blind test set.

Business Value: Delivered brand benchmarking analysis (Baojun vs. Wuling), identified reputation inflection points and marketing activity causal correlations, validating AI commercial viability in small-sample scenarios.

Tech Stack

Python / PyTorch · RoBERTa / Transformers · Ablation Studies / Multi-Seed Validation · Data Pipeline Engineering
Multi-Model Orchestration (Claude / Kimi / GLM / GPT / DeepSeek) · Hermes Agent 8-Agent Workflow · Git / Terminal / LM Studio · SQL / Data Cleaning · Feishu API / Cron Automation

Work Experience

SAIC-GM-Wuling Automobile Co., Ltd. (Leading NEV Manufacturer in China, 20,000+ Employees)

New Business Development Lead (Intelligent Robotics Marketing) | Aug 2024 – Mar 2025

Led market positioning, client acquisition, and sales system development for an intelligent mobile robot business line, establishing the B2B commercialization path from scratch.

Product & Market Positioning: Led end-to-end development of product brochures, defining 3 core application scenarios, 5 differentiation factors, and pricing strategy. Independently researched smart manufacturing and logistics sectors, delivering competitive analysis reports.

Client & Sales Development: Independently secured 3 high-value prospective clients with bespoke solutions, and built a 20+ lead B2B sales pipeline with standardized SOP framework for future team scaling.

Foshan Direct-Retail Store General Manager | Sep 2023 – Aug 2024

Took over a loss-making store during a turbulent period, leading team restructuring, process optimization, and performance turnaround.

Crisis & Team Management: Reduced headcount from 13 to 7 (46%) with zero labor disputes, achieving profitability by month 3. Restructured incentive mechanisms and operational processes, boosting per-capita productivity by 85% with

peak monthly sales of 62 units (117% of target).

Profitability & Operations: Optimized inventory to network-best levels, developed insurance rebate and local business alliance revenue streams, exceeding aftersales targets for 6 consecutive months. Established customer lifecycle SOP, raising satisfaction from 3.2 to 4.7/5 with 22% referral rate.

Head of Nationwide Direct-Retail Operations & Talent Development | Jan 2022 – Sep 2023

Led organizational capability building, operational system optimization, and strategic support across the nationwide direct-retail network.

Organizational Scale-Up: Scaled the direct-store workforce from 300 to 650+ in 2 months, coordinating recruitment, training, and onboarding across regions. Designed dual-track (management + specialist) career progression, promoting 2 partner-designates and 6 store managers with 30% improvement in frontline conversion.

Training & Enablement: Built the e-learning platform and internal trainer certification system from scratch, leading 4 partner-level training sessions covering 200+ core managers nationwide.

Suzhou Direct-Retail Store Partner-Designate | Jan 2021 – Dec 2021

Launched 3 retail formats (POP-UP, LING HOUSE, LING LAB) in Suzhou within 2 months, 15 days ahead of schedule. Built and managed a 36-person cross-functional team with standardized SOPs, achieving 70% of sales target in the opening month. Exceeded sales targets for 3 consecutive months through integrated online-offline marketing, and signed a strategic cooperation agreement with Suzhou Gaoxin District Culture & Tourism Bureau.

High-Voltage Engineer → User Operations → New Retail | 2014 – 2020

High-Voltage Engineer (2014–2016): 3-year motor system & DC/DC converter design; Mid-Level Engineer certification, 1 patent, contributor to 5 NEV industry standards

User Operations (2016–2020): 8-month user engagement → 15,000+ feedback, 3,000+ improvement points

Dec single-city record: 6,000 units (~¥240M GMV); 'Liuzhou Model' replicated to 5 cities, 23 outlets

2017 rotation system (research → feedback → channel → planning) → 'short-cycle delivery + rapid retrospective' methodology, later applied to AI workflows

Education

MSc Applied Artificial Intelligence | Hong Kong Chu Hai College | Sep 2025 – Jun 2026

Core Courses: AI, Machine Learning, AI Mathematics, AI Programming. Research: AI applications in business operations, user profiling, and market strategy prediction.

B.Eng. Transportation Engineering (Vehicle Engineering) | Guangxi University (211/Double First-Class) | Sep 2009 – Jun 2013



Skills & Certifications

Certifications: Mid-Level Engineer, National Computer Level 2, 1 Registered Patent, Contributor to 5 NEV Industry Standards

Languages: Mandarin (Native, Level 2A) · English (Professional reading/writing, basic business communication) · Cantonese (Basic, actively improving)