

Zhe Chen

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AI Marketing, Creator Growth & Global GTM Leader | Product Marketing, Creator Ecosystems, Community & Consumer Growth

AI marketing, creator growth, community, and partnerships leader with **9+ years** of founder/operator experience building growth systems across **AI-native products**, creator ecosystems, campus/community networks, entertainment/media, and cross-market GTM. Currently lead global marketing and GTM for Teamily AI, where I drove **10x website traffic growth within the first month** and helped make it the **world's fastest-growing early-stage AI product by monthly traffic growth**. Own growth end to end across **positioning, product marketing, creator/KOL/UGC programs, integrated campaigns, community, events, partnerships, and full-funnel analysis**. Additional outcomes include **0-to-1 growth to 1M+ users, 150K+ cumulative users** for an AI-native social product, **100K+ partner-channel sign-ups, 100M+ cross-platform content views**, and **2,000+ influencer / KOL / KOC resources**.

SELECTED FIT FOR CREATOR GROWTH & COMMUNITY ROLES

- AI product GTM & product marketing:** Lead positioning, messaging, launches, user education, and integrated global campaigns for AI-native consumer and collaboration products.
- Scalable community programs:** Designed campus programs, creator/community events, ambassador-style activations, referral/conversion loops, and local community playbooks across North American markets.
- Creator ecosystem relationships:** Personally built and maintained **2,000+ influencer / KOL / KOC resources** across Xiaohongshu (RED), TikTok, Instagram, WeChat, Bilibili, Discord, and creator communities.
- Social platform & creator behavior insight:** Built public-facing content systems with **100M+ cross-platform views**, including Xiaohongshu, TikTok, Zhihu, Weibo, Bilibili, WeChat, and short-form video.
- AI-native creator tools:** Launched a Coze-powered Xiaohongshu AI Agent ranked **#1** with **12,400+ users**, translating creator workflow pain points into adoption-oriented product language.
- Community growth systems:** Built 0-to-1 community systems reaching **100K+ community reach, 80K+ campus network, 50+ active groups**, and multi-platform Discord / WeChat / Telegram operations.
- Creator program analytics:** Use Tableau, GA4, PostHog, Search Console, Excel, UTM tracking, funnel analysis, channel-quality reviews, and KPI reporting to optimize acquisition, activation, conversion, and retention.
- Cross-functional operating rhythm:** Partnered across Product, Growth, Content, Partnerships, creators, vendors, student organizations, and community operators to turn growth opportunities into executable programs.
- Bilingual international market execution:** Operate between U.S. local markets and Mandarin-speaking / Chinese-platform ecosystems, with Mandarin-native communication and full professional English.
- Experiential & offline activation:** Led **30+ offline activations**, multiple 100+ attendee events, a **400-person yacht event, 60+ annual university events**, and 10+ campus screenings.

HIGH-SIGNAL CREATOR GROWTH OUTCOMES

10x / #1 website traffic growth in the first month; world's fastest-growing early-stage AI product by monthly traffic growth	150K+ cumulative users for an AI-native social product through creator, campus, community, field, and partner-led growth	100M+ cross-platform content views across public-facing social, video, media, and creator projects
2,000+ influencer / KOL / KOC resources and creator relationships for creator-led marketing and co-marketing	100K+ broader partner-channel sign-ups, including a major campus partner motion across 733 U.S. universities	30+ offline activations, plus 70+ U.S. university relationships and 60+ annual campus/community events

PROFESSIONAL EXPERIENCE

Marketing Director & GTM Lead | TEAMILY AI (TensorOpera, Inc.)

Global AI product GTM, product marketing, creator growth, integrated launches, and marketing analytics

Palo Alto, CA
Jul 2026 - Present

- Drove **10x website traffic growth within the first month**, helping make Teamily the **world's fastest-growing early-stage AI product by monthly traffic growth**.
- Lead **global marketing, growth, and GTM strategy** with the founding team for an **AI-native human-agent collaboration platform**, shaping positioning, messaging, target audiences, product launches, user education, integrated campaigns, and market-facing communications.
- Orchestrated an integrated global product launch across owned content, creators, and community, generating **10M+ cross-platform impressions, 5,000+ related content pieces**, and a **#1 trend in X's Business & Finance category for 10+ hours**.
- Built the global creator marketing system from 0 to 1, owning sourcing, negotiation, briefs, quality control, distribution, budgets, and measurement; drove **300+ creator collaborations and 30M+ views in one month** while building a reusable UGC/KOC network spanning **hundreds of creators**.
- Lead social, PR, newsletters, events, campus, and offline marketing; co-produced a Los Angeles Creator & Founder event attended by **300+ creators and 100+ entrepreneurs**.
- Recruit and manage **global marketing interns and campus teams**, partnering with **40+ universities**; use PostHog and campaign data to analyze acquisition funnels, audience behavior, channel performance, activation, and paid conversion.

Marketing Director & Growth Lead | DITTO.AI (AI-Native Dating / Social Product)

AI consumer product growth, creator acquisition, community conversion, campus programs, field activation

Los Angeles, CA
Nov 2025 - Jul 2026

- Led integrated creator/community growth for an AI-native dating/social product, driving **800% user growth** and scaling to **150K+ cumulative users** through campus activation, creator/influencer marketing, original video, field marketing, community channels, and partner-led distribution.
- Owned growth execution for a major partner-led campus campaign generating **73,000+ registrations, 32,000+ matches**, and coverage across **733 U.S. universities**; broader partner-channel efforts produced **100K+ sign-ups**.
- Analyzed funnel and match-pair behavior across **72K+ partner-channel users** and **32K+ match pairs**, identifying dormant segments and a **48-hour engagement window** to sharpen re-engagement strategy and campaign follow-up.
- Identified a high-conversion targeted community channel with a **26.8% verified registration rate**, approximately **20x above** platform average, and translated the insight into acquisition recommendations.
- Drove cross-functional execution across Product, Growth, creative, external partners, creators, student organizations, and communities, resolving launch issues and aligning teams around acquisition, activation, and retention KPIs.
- Built an **AI-powered product knowledge base** for product specs, operating context, campaign learnings, creator-facing education, and reusable launch materials.

Growth Marketing & Business Development Manager | ENCMOBILE (MEGATEL NETCOM CORPORATION)

Los Angeles, CA
May 2021 - Mar 2026

North America student market growth, paid media, partnerships, offline events, local market expansion

- Architected the company's student-market marketing and partnership framework from scratch, integrating **paid media, community operations, local partnerships, campus channels, and website touchpoints** into a repeatable growth model; during my tenure, helped the company build from 0 to **1M+ users**.
- Delivered **8x user growth and 10x revenue growth within one year** through Google Ads, Meta Ads, Amazon Ads, Baidu SEO/SEM, campus channels, local partnerships, and student/community activations.
- Built deep student-organization and campus-community relationships across **70+ U.S. universities**, including Harvard, Stanford, Cornell, Yale, UCLA, and USC.
- Negotiated and managed partnerships with **40+ vendors** and **60+ student organizations**, supporting partner evaluation, deal scoping, campaign launch, optimization, and relationship maintenance.
- Coordinated **60+ North American university events annually**, building resource bases across venues, vendors, media partners, campus organizations, ambassadors, and local communities.
- Built daily KPI tracking and review routines with Tableau, campaign pacing, audience segmentation, channel performance, budget allocation, and student-market conversion insights; reduced partnership costs by **50%**.
- Managed **million-dollar-level budgets** and a **50+ person execution network**; awarded **Best Sales Champion (2024)** for business impact and execution.

Founder | Marketing, Product GTM & BD Lead | PANDAPAL (Global Digital Solutions Provider & Marketing Agency; AI Campus Community Product)

Los Angeles, CA
Aug 2021 - Jan 2025

Founder-led creator ecosystem, AI campus community, community programs, brand partnerships, content growth

- Built PANDAPAL as both a **global digital solutions provider / marketing agency** and a **0-to-1 AI campus community product**, reaching **100K+ community reach** across Xiaohongshu (RED), TikTok, Discord, Telegram, and WeChat.
- Built both a youth community brand and a marketing / digital solutions business, delivering creator/community, content, event, and campaign solutions for **200+ brands and partners** while validating **3 monetization models**.
- Built and activated **2,000+ influencer / KOL / KOC resources** across RED, TikTok, Instagram, and creator communities, supporting creator sourcing, relationship management, content testing, and co-marketing.
- Grew an **80K+ campus network** across **50+ U.S. universities**, managed **50+ active community groups**, and organized **30+ campus / community events** for acquisition, activation, and community belonging.
- Grew a Xiaohongshu (RED) account from 0 to **7K+ followers**; first post reached **1M views** and converted **1,000 targeted users** into private community channels.
- Designed the product concept, PRD/BP, user research, and prototype for an AI/GIS/GPS-enabled campus lifestyle product, using **500+ survey responses** to validate pain points and acquisition channels.
- Independently built a **Xiaohongshu Viral Copywriting AI Agent** on Coze, ranked **#1** on Xiaohongshu's copywriting tool leaderboard with **12,400+ users**.

Founder & Product/GTM Lead | PEACHJAM / Legend Co-Shooting (AI + Film Resource Sharing and AI-Assisted Video Production Platform)

Beijing / Zhejiang / Los Angeles
2018 - Jun 2022

Entertainment marketing, AI-assisted production workflows, creator community, entrepreneurship awards

- Founded an AI-assisted film and video production platform focused on creator collaboration, production-resource matching, and workflow automation; won **Internet+ National Silver** (3.4M+ entries; approx. **top 0.03%**), **Challenge Cup National Bronze**, and Beijing Outstanding Entrepreneurial Team Leader recognition.
- Built a **3,000+ professional creator community** and aggregated **6,000+ film production resources**; owned Founder-led commercial conversations with creators, production partners, sponsors, and resource providers.
- Designed AI-assisted workflow modules from script/storyboard import to scene breakdown, shot lists, shooting schedules, props lists, camera movement guidance, editing templates, and auto-subtitles.
- Produced and distributed independent film **Mount & Sea**, reaching **1.114M views** and **105K likes** on Bilibili in week one; wrote scripts for Tencent Video variety show content with **27.5M+ cumulative plays**.
- Supported Pacific Creative Park business development and operations for a **28,000 sqm** creative park; closed **20+ merchant deals**, supported **100% occupancy**, and generated approximately **RMB 500K incremental annual revenue** through equipment rentals and live-commerce related services.
- Managed budgets and partner delivery across **20+ creative / production projects**, reducing external production costs by approximately **10%** through vendor consolidation and delivery discipline.
- Led a **40+ person cross-functional team** and reduced delivery cycle by **50%** through workflow standardization across creative, product, operations, and agency partners.

Product Marketing & Community Lead | STAR REALMS (VR Game)

Los Angeles, CA
Jan 2022 - 2023

VR game community, Discord ecosystem, creator/community launch planning, Web3/NFT concepts

- Built and managed a **50K+ cross-platform community** across Discord, WeChat, Telegram, TikTok, LinkedIn, X, Xiaohongshu (RED), and Zhihu for a VR social metaverse / game startup.
- Built the foundation for Discord-centered community operations, including server structure, roles/permissions, bots, engagement loops, conversion paths, moderation, and retention feedback.
- Built **0-to-1 VR game/social product launch infrastructure** and supported a **\$400K fundraiser** through university partnerships, seed-user feedback loops, product education content, and **10+ product / market strategy decks**.

EARLIER PROFESSIONAL EXPERIENCE

- **Marketing & Content Operation | YAMI (Asian Food E-Commerce)**: Built **10+ customer communities** with **2,000+ members**; achieved **22% conversion, 60% repurchase, 1M+ campaign reach, 25% ROI improvement**, and **\$50K direct order conversions** through Xiaohongshu (RED), WeChat, Instagram, private-community operations, and online/offline campaigns; awarded Sales Champion.
- **Marketing & Content Operation | HUNGRYPANDA**: Produced **10+ viral Xiaohongshu posts** and **6 high-performing WeChat articles** with 1,000+ likes each, planned **20+ campus campaigns**, added **1,500+ users**, built **8 active communities**, and used Tableau-based audience profiling to refine campus promotion playbooks.
- **Business Development | Wanda Wuzhou Film Distribution**: Led **10+ campus screenings** with **1,200+ attendees** and approximately **70% community join rate**, managed 5 fan communities with 1,000+ members, increased repeat participation by **50%**, and closed **5 brand sponsorships**.
- **Digital Marketing & Customer Strategy | Skywalker Communications (4A Agency)**: Contributed to enterprise PR, branding, and media strategy for Weichai Power and Sinotruk, including **CCTV media-plan evaluation**, campaign pacing, KPI alignment, media plan support, and post-campaign performance reviews; improved exposure / share-of-voice by approximately **30%**.
- **Publicity & Production | Beijing Hengdian Film Group**: Delivered 3 release/marketing plans and improved creative asset consistency by approximately **20%** through audience research, surveys, focus groups, trailers, and key art refinement.

SELECTED FOUNDER / AI-NATIVE / SOCIAL INFLUENCE PROJECTS

BrandYou (AI-Native Action Community Brand) | Initiator & Co-Founder: Built Mandarin-language AI-native user education and published a Claude Code tutorial with **100K+ WeChat reads, 11K+ shares, 2,467 likes, and 1,092 saves/favorites.**

SWAP (Skill-Exchange Platform) | Co-Founder & Marketing Partner: Drove **100K+ users** through product positioning, Xiaohongshu growth, offline activation, and user-education content for a consumer marketplace/community product.

MoreThanHugs / Panda Youth / Personal Creator Influence: Built public-facing content properties across TikTok, Zhihu, Weibo, Xiaohongshu, podcasts, and video platforms, supporting creator trust, audience insight, and platform-native content judgment.

AWARDS, PUBLIC PLATFORM SIGNALS & CREDIBILITY

- **Founder/team lead entrepreneurship recognition:** Led award-winning venture work including Internet+ National Silver (3.4M+ entries; approx. top **0.03%**) and Challenge Cup National Bronze; sole cohort recipient of the Entrepreneurship Grand Prize Scholarship; university's sole Beijing Outstanding Entrepreneurial Team Leader; **5 national-level entrepreneurship awards** and **National College Social Practice Competition #2.**
- **Research / IP signals:** **2 national patents** including one invention patent, EI-indexed paper, and contribution to *The Essence of Chinese Folk Culture.*
- **Zhihu:** **15K+ followers, 30M+ views, 60K+ saves, 101K+ likes, and 30K+ shares** across creator, culture, product, and social insights content.
- **Weibo:** 10K+ followers; selected for Weibo's V Light Program; one post reached **6M views.**
- **Xiaohongshu (RED):** 7K+ followers across 2 accounts; debut note reached **1M views** and converted 1,000 targeted users into private communities.
- **TikTok / short video:** Built MoreThanHugs from 0 to 24K followers, **400K+ likes,** and 150+ videos, showing platform-native short-video judgment and sustained creator-facing execution.
- **Bilibili / Tencent Video:** Public entertainment work includes **1.114M Bilibili week-one views** and **27.5M+ Tencent Video cumulative plays.**
- **Public content scale:** **100M+ cross-platform content views** across social, creator, media, film/video, and public-facing content projects.

EDUCATION

Master of Science in Digital Social Media | University of Southern California, Annenberg School for Communication and Journalism | Los Angeles, CA | GPA: 3.89/4 | Aug 2021 - May 2023

USC Student Success Fund recipient; Public Relations Leader, USC Chinese Graduate Student Association; Founder, USC Chinese Student Digital Community.

BA in Theatre, Film & TV Directing / BA in Digital Film & TV Production | Communication University of China / New York Institute of Technology | CUC GPA: 3.79/4, Rank 2 (Top 8%); NYIT GPA: 3.80/4, Rank 1 | Sep 2017 - Jun 2021

Grand Prize Scholarship for Entrepreneurship; National College Social Practice Competition #2; led 11 award-winning projects out of 18 and earned 5 national-level entrepreneurship awards.

CORE SKILLS

Creator Growth / Community: Creator Acquisition, Creator Activation, Creator Retention, Creator Operations, Community-Led Growth, Community Programs, Ambassador Programs, Campus Programs, Referral Loops, Creator Meetups, Creator Education, Community Playbooks.

Marketing Strategy: Growth Marketing, Integrated Marketing Campaigns, Creator Marketing, Community Marketing, Product Marketing, Regional Marketing, Campaign Roadmaps, Launch Planning, GTM, Brand Partnerships, Co-Marketing, Experiential Marketing.

Creator / Social / Content: Xiaohongshu (RED), TikTok, Instagram, WeChat, Bilibili, Zhihu, Weibo, Discord, Telegram, X, LinkedIn, Influencer Sourcing, KOL/KOC Management, Content Briefs, Short-Form Video, Copywriting, Creator Education.

Partnerships / BD / Events: Partner Lifecycle, Vendor Negotiation, Sponsorships, Campus Activation, Student Organizations, Offline Event Execution, Venue/Vendor Coordination, Post-Event Conversion, Local Community Partnerships.

Data / Paid / Tools: GA4, PostHog, Tableau, Excel, UTM Tracking, Funnel Analysis, Retention Metrics, Engagement Metrics, ROI, Budget Reviews, Google Ads, Meta Ads, Amazon Ads, Baidu SEO/SEM, WordPress, Coze, Claude, Codex, Cursor, Notion AI.

Creative / Production: Final Cut Pro, Premiere Pro, After Effects, DaVinci Resolve, CapCut, Photoshop, Illustrator, Lightroom, Storyboarding, Video Production, AI-Assisted Production Workflows.

Languages: Mandarin native; English full professional proficiency.