

Rae Ji

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Work Experience

RightBrain AI	Growth Manager	2024.7-2025.8
<p>[Job Overview] Deeply involved in the early PMF validation and growth initiatives for AIGC creation tools AdsDog and Humva, including writing market research reports, leading NA user interviews, and building influencer marketing, advertising, and Product Driven Growth mechanisms from scratch.</p> <p>[Growth Operations] Led influencer marketing efforts, collaborating with MCNs to optimize influencer strategies based on data feedback; Built product-based growth mechanisms from scratch, independently planning and implementing projects such as the Ambassador Program, Referral Program, and Creator Program, achieving 1M YouTube impressions, nurturing over 50 benchmark creators, and establishing a strong foundation for long-term SEO and brand influences; Self-taught AI coding to develop product affiliate marketing pages; Responsible for optimizing Google search ad accounts targeting NA, LA, and SEA markets, iterating long-tail keywords to increase CTR from 6% to 11% and channel users activation rate from 22% to 34%.</p> <p>[PMF Validation] During the early ideation phase of the AI ad material tool AdsDog, independently led the content team in producing ad materials for diverse customer segments to verify product feasibility and identify sub-markets; Produced in-depth market research reports, accumulating key insights for product feature design and market decisions.</p> <p>[User Research] Independently manages user interviews targeting North American personas, designing and iterating interview outlines; Completed over 20 high-value target persona interviews, gathering critical insights for product iteration directions.</p>		

Internship Experience

RightBrain AI	Growth Manager	2023.9-2024.7
<p>[Job Overview] Deeply involved in the launch process of AIGC creation tool LensGo, managing multiple official social media accounts and the official Discord community, while establishing early operational data analysis systems.</p> <p>[Content Operations] Participated in the launch stage of social media marketing, connecting with over 100 AI tool influencers for early user acquisition; Independently managed the product's X and Instagram official accounts, leveraging premium UGC content and trending events for secondary creations, growing weekly impressions from 9k to 30k; Posted engaging content on Reddit forums based on product features, generating viral posts with 20k impressions.</p> <p>[Community Operations] Managed the product's official Discord community, building features like Ticket Tool, Onboarding Questionnaire, and FAQ from scratch; Established user tagging systems and standardized feedback processing workflows; Planned activities such as Daily Challenges and Story Chains to boost user engagement, increasing channel message rates by 12% and accumulating over 20 early high-value, high-active seed users.</p> <p>[Data Analysis] Built the product's early event tracking system, created daily key data dashboards, and produced reports on high-paying countries, user retention analysis, and more.</p>		
ByteDance	Content Operations	2023.3-2023.6
Responsible for content maintenance and optimization of the Toutiao Dictionary business, achieving 95% accuracy; Developed targeted optimization strategies for Chinese cultural terms		

based on user personas, increasing PV coverage by 12%; Planned activities aligned with key events, boosting DAU by 14% during the campaign period.

36Kr	Content Operations	2022.9-2023.1
Responsible for writing business reports for the 36Kr workplace matrix account "Workplace Bonus" outbound project; Independently handled full processes including topic planning, desk research, interviewee outreach, and drafting; Achieved total impressions of 30k, with articles reposted by the 36Kr in-depth reporting matrix "Shen Ke."		

Education Experience

Peking University	2021.9-2024.6
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Master's in Teaching Chinese as a Foreign Language GPA 3.81/4.00

Chongqing Normal University	2016.9-2020.6
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Bachelor's in Teaching Chinese as a Foreign Language GPA3.97/4.00

Skills and Languages

- Proficient in data analysis tools/methods including SQL, Python, and VLOOKUP; English (CET-6), with strong oral proficiency for fluent conversations.
- Proficient in operations/product tools such as Zapier, GA4, Brand24, and Figma.
- Self-taught basics in HTML and CSS; Highly interested in front-end skills and actively developing them.