

Ricky Zhang

Head of Growth · Content-Led Growth · AI-Native

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SUMMARY

AI-native growth leader with 7 years of content-led growth. Took three apps to #1 overall on the App Store in the US, China and Europe, often as a one-person growth team. I turn viral content into a testable, repeatable system – and now encode that judgment into AI agents I build with Claude and Codex.

EXPERIENCE

Pine AI

2026 – Present

Head of Growth · AI assistant · \$30M raised

- Built an **AI-native creator growth engine** from scratch: in-house creator discovery, Growthbot-automated outreach, and AI-generated custom briefs.
- Partnered with **100+ creators in 3 months** for 4M+ views; shifted channel mix toward high-trust newsletter sponsorships for a high-price product.

Qixiangji

2024 – 2026

Founder · TikTok Shop affiliate content commerce · United Kingdom

- Reached **RMB 10M (~\$1.4M) GMV in one year with a 2-person team** as sole content director, owning all product selection and scripts.
- Wrote 10,000+ original scripts from real customer reviews, driving **~60M organic UK views in one year** (UK population: ~69M).
- Built content and product-selection agents with Claude and Codex: **2× script output** and 50% less selection time at the same headcount, with no drop in quality.
- Featured in a founder-media [interview](#), a top-5 video of all time on the channel.

Widgetable

2022 – 2024

Head of Growth · Social widget app · Global

- **#1 overall on the US App Store on launch day**; held ~1 week with 1M+ new users in week one.
- Sole growth hire for 6 months; built the creator program solo and scaled it to 3,000+ creators and **~300M views in one year** on \$300–400K total spend (~\$1.2 CPM).
- Industrialized content testing – test templates on owned accounts, scale winners via creators – lifting the **weekly 300K+-view hit rate to 30%+**. Still in use today.
- Drove engineering to build creator-matching automation tools (2023) for faster, more precise sourcing.

THIS Tech

2019 – 2022

Content Growth · Social apps: Spot (China), Lobby and Hop (Global)

- **Spot: #1 overall on the China App Store** for 2 weeks (Mar 2019). Self-produced ~1,000 test videos; one ~10M-view hit drove the chart run. Grew owned accounts to ~1M followers at ~1/5 of industry CAC; ran 300+ Weibo KOL deals at ~1/3.
- **Lobby: #1 overall on the App Store in the UK, Italy and Germany** (Apr 2022). Validated demand pre-launch with TikTok poster ads at cents per lead; tested 6–7 creatives a day to find scalable angles.
- **Hop:** Found the cold-start niche through broad TikTok creative testing; built an intern-run testing system to scale top themes.

Earlier: Advertising agency, 2018 – 2019

SKILLS

Growth: Content-led growth, creator/KOL programs, creative and message testing, cold start

AI: Agents and automations with Claude and Codex; AI-built side projects (Mac to-do app, review-mining web tool)

Languages: Mandarin (native), English

EDUCATION

Cardiff University · MSc Banking and Finance

2016 – 2017

Jiujiang University · BA Financial Management

2012 – 2016

Ricky Zhang

增长负责人 · 内容驱动增长 · AI 原生

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个人简介

AI 原生的增长负责人，7 年内容驱动增长经验。主导 3 款产品登顶 App Store 总榜第一（中国、美国、欧洲），多次以一人增长团队完成从冷启动到规模化。擅长把爆款内容变成可测试、可复制的系统，并用自建的 AI 智能体放大这套判断力。

工作经历

Pine AI

2026 – 至今

增长负责人 · AI 助理产品 · 融资 3,000 万美元

- 从 0 搭建 AI 驱动的达人增长体系：自研达人搜寻系统、Growthbot 自动化邮件触达、AI 批量生成定制化 Brief
- 3 个月合作 100+ 达人，累计 400 万+ 播放；针对高客单价产品，拓展 Newsletter 等高信任渠道

奇想集

2024 – 2026

创始人 · TikTok Shop 达人带货内容电商 · 英国市场

- 公司唯一的编导，负责全部选品与内容，2 人团队一年 GMV 1,000 万元人民币
- 不到 2 年写了 1 万+ 条原创脚本，从海量真实评论中挖掘痛点与钩子，一年在英国获得约 6,000 万自然流播放（英国总人口约 6,900 万）
- 用 Claude、Codex 自建内容与选品智能体：人数不变，脚本产出翻倍（15 条由一整天缩至半天），选品耗时减半，质量不降
- 受邀接受创业自媒体专访，该期视频位列频道历史 Top 5

Widgetable

2022 – 2024

增长负责人 · 小组件社交 App · 海外

- 上线首日登顶美国 App Store 总榜第一，霸榜约一周，首周新增用户 100 万+
- 前 6 个月为公司唯一增长成员，一人搭建 KOL 体系并扩展到 3,000+ 达人；一年带来约 3 亿播放，总投入 30–40 万美元（CPM 约 \$1.2）
- 搭建内容测试工业化流程：先在自有账号测模板，再交给达人放量，每周 30 万+ 播放的爆款率达 30%+，离职后仍被公司沿用
- 2023 年推动研发打造达人匹配自动化工具，提升达人筛选的效率与精准度

THIS Tech

2019 – 2022

内容增长 · 社交 App：Spot（国内）、Lobby 与 Hop（海外）

- **Spot**：2019 年 3 月登顶中国 App Store 总榜第一并霸榜两周。独立制作近 1,000 条测试视频，单条爆款近 1,000 万播放；自有账号粉丝近 100 万，获客成本约为行业平均的 1/5；合作 300+ 微博 KOL，成本约为行业平均的 1/3
- **Lobby**：2022 年 4 月登顶英国、意大利、德国 App Store 总榜第一。上线前用 TikTok 海报投放验证需求，每条线索仅几毛钱；以每天 6–7 条素材的节奏测出可规模化的内容方向
- **Hop**：通过 TikTok 信息流大范围测试找到冷启动圈层（追星同框）；搭建由实习生执行的测试系统，规模化复制高表现方向

更早：广告公司（2018 – 2019）

能力与工具

增长：内容驱动增长、达人 / KOL 体系、素材与 Message 测试、冷启动

AI：用 Claude、Codex 搭建智能体与自动化流程；用 AI 开发个人产品（Mac 悬浮球 To Do 应用、「从差评里找机会」网页工具）

语言：中文（母语）、英语

教育背景

Cardiff University · 银行与金融 硕士

2016 – 2017

九江学院 · 财务管理 本科

2012 – 2016