

Emma Kong 孔依琳



AI Product Growth & Global GTM Lead

Marketing Engineer · Building Agents & Growth Workflows

10+ years of experience launching and scaling technology products across the US, Singapore and China. I turn a deep understanding of users and their workflows into ideal customer profiles, product positioning and go-to-market strategy, connecting those insights to acquisition, activation, retention and repeat purchase.

I have led growth at Medeo AI, SenseTime and LingoAce, alongside experience founding an education business. I hold an MS in Counseling Psychology from Boston College. Today, I combine growth strategy with hands-on AI engineering to turn professional expertise into reusable agents, skills and workflows.

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Professional Experience

Company / Role	Dates / Location	Focus / Key Contribution
One2X / Medeo AI AI Product Growth & GTM Specialist	2025.11 - Present Beijing / Remote	AI Video · Insight-Led Growth Connecting deep user insight to positioning, GTM strategy and full-funnel growth
Nexad · Lucius AI · Founder Park · RockFlow Global Growth Consultant, AI Products	2025.04 — 2025.11 Remote / US & Singapore Markets	Early-Stage AI · International GTM Taking early-stage AI products from market positioning to international launch execution
SenseTime Senior Specialist, Global AI Product Growth	2024.01 — 2025.04 Beijing	AI Products · Zero-to-One Growth Led AI product launches: 10,000+ DAU in 3 months; 1M downloads in 6 months
LingoAce Senior Specialist, International User Growth	2021.08 — 2023.08 Singapore	Lifecycle · SEO · Brand Partnerships Connected acquisition and lifecycle marketing: organic traffic +367%; sign-up conversion +25%
Yunshuxie Head of Curriculum Products & User Operations	2019.05 — 2021.08 Beijing	Curriculum Products · User Operations Managed end-to-end course operations, generating RMB 45M in cumulative GMV
17 Education & Technology Senior Manager, Strategy & Investment	2018.04 — 2019.04 Beijing	Industry Research · Strategic Investment Informed business strategy, due diligence and post-investment integration through market and competitor research
Aijiukaixin Education Technology Founder & CEO	2014.09 — 2017.12 Beijing	STEAM Education · Entrepreneurship Founded a STEAM education business and grew annual revenue to RMB 2.1M
IDEAS CAMP EDUCATION Founding Team · Director of Program Operations	2012.09 — 2014.08 Beijing	International Camps · Program Operations Scaled international camp operations to 5,000+ students annually; repeat purchase rate +40%

One2X / Medeo AI · Key Contributions

- **User understanding to strategic direction:** Combined in-depth interviews, PMF research and hands-on product use to understand AI video creators' tasks, barriers and value expectations. Translated these insights into ICPs, product positioning and global GTM recommendations.
- **Strategy to full-funnel growth:** Applied user insights to onboarding, use-case content, SEO, Discord, Reddit and lifecycle engagement, connecting acquisition, activation and retention. Continuously reviewed channel sources, user behavior and conversion outcomes.
- **Product fluency behind growth decisions:** Built hands-on experience with multimodal AI video workflows, including reference assets, consistency control, storyboards, keyframes, editing and localization, keeping growth strategy grounded in real use cases and product capabilities.
- **Research foundation:** Analyzed 400+ PMF survey responses and conducted 23 AI video user interviews, identifying issues with generation reliability, credit costs, editing control, consistency and localization to inform strategic recommendations and execution.

Core Skills & Agent Practice

Market & Product	Global GTM · ICP & User Research · Positioning · Product-Led Growth · Growth Experiments	
Acquisition & Retention	Lifecycle Marketing · SEO/GEO · KOL Marketing · Discord / Reddit · ASO/ASA	
Data & Collaboration	Channel Analysis · User Feedback Reviews · Cross-Functional Collaboration	
Ads Agent	Ad audits, strategy, budget analysis and reporting	In development
SEO / GEO Agent	Technical audits, keywords, content strategy and AI visibility	In development
Social Media Agent	Market research, content strategy, channel operations and reviews	In development
Reddit Project	Community research, user-language insights and operations management	In development
KOL Agent	Creator discovery, fit assessment, briefs and partnership management	In development

Education & Background

Boston College	2009 — 2011
Master of Science · Counseling Psychology	
Languages: Native Mandarin · Business-fluent English	
Interests: Marathons · Hiking · Drumming · Creative Cooking · Vibe Coding	