



SPEAKER

RUNBIN DONG

Founder of Scale Social AI
CGC Marketing Specialist

Gates Foundation Scholarship Recipient

Speaker Bio

Runbin Dong is the founder of Scale Social AI, a platform that helps small businesses grow through authentic, customer-generated content. With expertise in UGC strategy and AI-powered marketing, he focuses on helping startups scale through cost-effective, community-driven content systems.

Speech Preview

How can small businesses grow with limited budgets and maximum authenticity?

Drawing from his work at Scale Social AI, Runbin will share how customer-generated content (CGC) combined with AI tools can power low-cost, high-trust marketing systems. Through practical case studies, he will explore how startups and solo entrepreneurs can turn everyday users into engines for brand growth.

DIGITAL MARKETING *Forum*



31 MAY, 2025



**9:30 am
to
3 pm**

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Venue

**Casey Community Center
810 S Frederick Ave,
Gaithersburg, MD 20877**



Website

www.aawea.org



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