

Ada Peng ? Short Biography

Ada Peng is a healthcare marketing consultant who helps clinics and healthcare brands attract qualified patient inquiries through paid search, organic search, AI search, websites, copy, conversion tracking, and technical implementation. She has more than 10 years of experience building digital acquisition and conversion systems and has run marketing for companies backed by Y Combinator, Google, and Acquisition.com. Ada is HIPAA-trained, holds a Bachelor's in Urban and Rural Planning from SCUT in China, and earned a dual master's degree in City Planning and Urban Spatial Analytics from the University of Pennsylvania. She is based in San Francisco.