

Quentin Sterling
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[LinkedIn](#) | [Portfolio](#)

EXPERIENCE

- Sterling Q Consulting, Principal Consultant**
2018-Present (Los Angeles, CA / Chongqing, China)

 - Implemented systems across operations, marketing, and product development that optimized delivery.
 - Streamlined early-stage ideas into launched products by designing scalable and executable frameworks.
 - Analyzed, optimized and developed business models that increased revenues by 200%.
 - Guided product dev teams from concept to launch with roadmaps, creative strategies and design.
 - Managed global projects across industries, keeping cross-functional teams on schedule and ensuring results.
- Elex Tech, Brand Manager (Lead Brand Creative)**
2020-2022 (Beijing, China)

 - Published The Walking Dead: Survivors mobile game; reached 1,000,000 downloads in the first six months.
 - Designed social strategy; built 1,000,000+ followers, becoming the largest TWD community online.
 - Negotiated platform deals that generated over 1 billion views on TikTok.
 - Built ad pipelines and supervised UA launches that improved retention and new installs with 10,000 DAUs.
 - Directed content strategy that led to several impactful social media campaigns.
 - Achieved 100% UGC increase by turning user research insights into actionable game features and improvements
- Pathea Games, Senior Brand Manager**
2019-2020 (Chongqing, China)

 - Improved My Time at Portia by 200%, from 650K to 2,000,000+ Steam units, and 10,000,000+ on all platforms.
 - Designed, launched, and managed Kickstarter campaign that reached \$100,000 goal in less than 24 hours.
 - Exceeded Kickstarter goal by 400% and achieved a \$534,000 total in under 30 days.
 - Received Chinese government Cultural Export Award, elevating studio as China’s number one indie developer.
 - Negotiated with and managed all platforms, including Nintendo, Xbox, PlayStation, Humble Bundle and more!
 - Took the company from emerging indie studio to internationally recognized with commercially successful titles.
- Jiang Xiao Bai Brand Management Company, Global Brand Manager**
2017-2019 (Chongqing, China)

 - Drove growth from no global sales to over 30M CNY in revenue and collaborated with international partners.
 - Increased the brand by building its international presence from 0 to 8 countries plus the United States.
 - Designed and delivered GTM entry plans that ensured localization and smooth execution worldwide.

EDUCATION

- Chongqing University- M.A., Master of International Business**
2018 (Chongqing, China)

Fairmont State University- B.A., Communications | B.S., Psychology
2010 (Fairmont, WV)

Arizona State University- B.S., Graphic Info Tech (Full-Stack Development)
2024-Present (Tempe, AZ- Online)

Technical Skills: AI Prompt Engineering: ChatGPT, Claude, Gemini, and others Project Management (Agile - Git, Jira) Adobe (PS, XD, PR, AI, ID, Figma) C#, Python, HTML (Basic) Microsoft Excel Unity (basic) Unreal Engine (basic) Visual Studio Code Process Documentation & Reporting	Skills: Project & Team Leadership Strategic Planning Stakeholder Reporting Process Optimization Cross-Functional Teamwork Data-Driven Decision-Making Change Management Analytical Reasoning Creative Development Mandarin Chinese (Basic Proficiency)	Professional Certificates: UX Design - Google Google Analytics/SEO - Google Agile PM - Atlassian Agile Foundations - IIBA Intro HTML, CSS, & JavaScript - IBM Intro Software Engineering - IBM Game Design - Cal Arts Graphic Design - Cal Arts Metaliteracy - SUNY TEFL 120 Hours - iTTT
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