

EXPERIENCE

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

- Over 10 years’ global management and production experience across industries.
- Managed end-to-end production for *Stone Lore Saga*, coordinating design, animation, writing, and QA teams.
- Implemented systems across operations, marketing, and product development that optimized delivery.
- Managed cross-disciplinary teams of artists, writers, and engineers from concept to launch.
- 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.
- AI training and productions optimization via new and emerging technologies.

Elex Tech, *Brand Manager (Lead Brand Creative)*
 2020-2022 (Beijing, China)

- Directed production for trailers and UA campaigns, coordinating animation and CG vendors.
- 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.
- Worked with productions, marketing, and business departments and all external partners to manage projects
- Built ad pipelines and supervised UA launches that improved retention and new installs with 10,000 DAUs.
- Achieved 100% UGC increase by turning user research insights into actionable game features and improvements

Pathea Games, *Senior Brand Manager*
 2019-2020 (Chongqing, China)

- Oversaw production schedules for, animation, assets, and promotional content with teams up to 15 people.
- 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.
- Negotiated with and managed all platforms, including Nintendo, Xbox, PlayStation, Humble Bundle and more!

Jiang Xiao Bai Brand Management Company, *Global Brand Manager*
 2017-2019 (Chongqing, China)

- Managed cross-functional teams of 8-15 people across eight markets to Launch brands internationally.

Independent Game Projects

- Independently produced, managing full development cycle, creative assets, and delivery.
 - Fly & Shadow
 - AI Trainer

EDUCATION

Chongqing University- <i>M.A., Master of International Business</i>	2014-2018 (Chongqing, China)
Fairmont State University- <i>B.A., Communications</i>	2005-2010 (Fairmont, WV)
Fairmont State University- <i>B.S., Psychology</i>	2005-2010 (Fairmont, WV)
Arizona State University- <i>B.S., Graphic Info Tech (Full-Stack Development)</i>	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
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