

## Quentin Sterling

Los Angeles, CA 90005

[Sterling\\_Q@outlook.com](mailto:Sterling_Q@outlook.com)

+1-845-200-0197

[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