

Quentin Sterling

Los Angeles, CA 90005

Sterling_Q@outlook.com

+1-845-200-0197

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

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.

1. Fly & Shadow
2. AI Trainer

EDUCATION

Chongqing University- M.A., Master of International Business

2014-2018 (Chongqing, China)

Fairmont State University- B.A., Communications

2005-2010 (Fairmont, WV)

Fairmont State University- B.S., Psychology

2005-2010 (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