Selina (Qi) Jing

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EDUCATIONAL BACKGROUND

The University of North Carolina at Chapel Hill   2023-08 to 2026-05
Major: Quantitative Economics Minor: Business Administration | GPA:3.7 | Dean's List

WORK EXPERIENCE

Dinkly Pickleball
Marketing & Business Development Partner   Part-Time   2024-08 to Present
• Owned end-to-end product strategy and go-to-market execution, from early user research and product definition through launch and post-launch iteration. Translated player pain points into concrete product decisions and roadmap priorities.
• Led product decisions across design, supply chain, and leadership, driving **multi-million-dollar annual revenue;** Used customer feedback and repeat-purchase behavior to guide iterations and inform next-generation products.
• Built and deployed AI-driven agents for customer support, SEO, and custom order processing within 3 months, **reducing average customer response time by ~50%** and improving order handling efficiency.

Cangyuan Private Equity
Summer Intern   2024-05 to 2024-08
• Built **quantitative models across 40+ sports apparel brands** using Python and Excel to assess market size, growth, and competitive positioning, enabling standardized cross-brand comparisons.
• Executed **primary research through 20+ founder interviews and industry expert outreach**, synthesizing qualitative insights with quantitative data to identify market opportunities and product-market fit.

PwC China
Audit and Assurance Intern   2023-07 to 2023-08
• Supported a pre-IPO client by reviewing internal controls and financial reporting, conducting data-driven audit testing to identify risks and ensure compliance for capital markets readiness.

Illumerina (an IQVIA business)
Three Innovation Intern   2023-06 to 2023-07
• Engaged in business discovery with a Fortune 500 client, analyzing customer insights and market data to assess product launch feasibility; Shaped GTM strategy and designed a roadmap strengthening core competitive positioning

OnRamp Strategy Consulting Program
Consultant   2022-09 to 2023-05
• Led product discovery for Honda R&D and American Electric Power, applying lean and design thinking to validate product concepts and GTM strategy.
• **Conducted 30+ customer interviews and analyzed 500+ survey responses** to inform prototyping and validation.

PROJECTS

Product Manager, Kago (AI Mobility Product)
• Led problem discovery, market research, and product definition to identify unmet user needs, define target customers, and translate insights into a clear product roadmap.
• Conducted 30+ user interviews across logistics, campus mobility, and outdoor recreation to validate demand, define core use cases, and prioritize MVP scope, informing feature tradeoffs, pricing, and GTM strategy.
• Led launch planning through a Kickstarter campaign, contributing to **$260K+ in pre-orders within 60 days**.

Tennis/Pickleball Analyzer System
• Planned and drove execution of a computer-vision tennis analysis project, defining scope, milestones, and success criteria for converting raw match video into structured performance insights.
• Coordinated feature development for ball tracking, player movement analysis, and shot classification, managing tradeoffs across accuracy, performance, and delivery timelines.
• Led validation through iterative testing on match footage, using accuracy and usability feedback to refine product scope and output metrics.

Internal Sales CRM & Automation System
• Identified outreach as a growth bottleneck and built an automated CRM system integrating data enrichment and pipeline management to support **100+ B2B prospects**, enabling scalable outreach across clubs, retail, and recreation partners.
• Designed automated data acquisition and AI-driven personalization workflows, achieving **90% valid contact coverage** and reducing prospect research time from **~15 minutes to <30 seconds**, while eliminating manual outreach effort.

TECHNICAL SKILLS & METHODOLOGIES

Language: English, Mandarin
AI & Programming: Python, R, Stata, Claude Code, API Integration
Tools & Platforms: Figma, Notion, Clay, N8N, Shopify, Excel, PowerPoint, Git, Adobe Creative Suite
Product Development Methodologies: Lean Startup, Design Thinking, User Research, A/B Testing
Data Analysis & Business Modeling: Google Analytics, Data Visualization, Statistical Modeling, Financial Modeling
Collaboration & Presentation: Cross-functional Leadership, Stakeholder Management, Technical Presentations, Executive Communication, Workshop Facilitation