

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

- Developed end-to-end go-to-market strategy from market research to scaled deployment, achieving **\$1M Year 1 revenue with \$3M projected for 2025** through iterative testing and rapid feature iteration
- Built AI agents (customer support chatbot, SEO engine, order processing) in 3-month; optimized through A/B testing and user feedback, achieving **40% cost reduction and 3x faster response times**
- Worked with engineering, design, and C-suite to determine product positioning, pricing strategy, and feature roadmap prioritization, coordinate UX improvements, and align product launches with marketing campaigns

Cangyuan Private Equity

Summer Intern

2024-05 to 2024-08

- Built comprehensive quantitative models analyzing 40+ sports apparel brands using Python and Excel, evaluating market dynamics, growth trajectories, and competitive positioning
- 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
- Presented data-driven investment theses to senior partners, demonstrating ability to distill complex analytical findings into actionable strategic recommendations

PwC China

Audit and Assurance Intern

2023-07 to 2023-08

- Supported a pre-IPO cosmetics client, conducting internal control reviews and preparing financial reporting assessments to ensure compliance and investor readiness
- Performed data-driven testing of financial statements and audit work papers, identifying risks and validating accuracy for regulatory and capital market requirements

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

- Delivered product innovation consulting for Honda R&D and American Electric Power, applying lean startup and design thinking methodologies to validate new product concepts and go-to-market strategies
- Led end-to-end product discovery process including problem identification, customer research (30+ interviews), hypothesis formation, prototyping, and validation testing with measurable business impact
- Presented product recommendations and interactive demos to C-suite executives, translating complex technical concepts and data analyses into clear business value propositions
- Applied agile methodologies to rapidly test and refine product concepts based on customer interviews, survey data (500+ responses), and usability testing results

PROJECTS

Internal Sales CRM & Automation System

- Identified growth bottleneck (limited outreach) and created automated system integrating Clay enrichment engine, HubSpot CRM, and multi-provider data waterfalls to manage **100+ B2B prospects** across pickleball club, retail, and recreation sectors, implementing pipeline visualization, automated follow-ups, and activity logging to support team growth
- Developed intelligent data acquisition system combining Google Maps API scraping, LinkedIn profile enrichment, and sequential email verification (Datagma → Hunter → Apollo) to achieve **85-90% valid contact coverage, reducing prospect research cycle from 15 min/lead to <30 sec** while maintaining data quality standards
- Implemented AI-driven personalization engine leveraging GPT-4 to generate contextual outreach sequences with dynamic merge fields, conditional branching logic, and automated follow-up cadences, **eliminating 90% of manual email composition** while maintaining authentic, personalized messaging at scale

TECHNICAL SKILLS & METHODOLOGIES

Language: English, Mandarin

AI & Programming: Claude Code, Python, R, Stata, API Integration

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

Tools & Platforms: Figma, Notion, Clay, N8N, Shopify, Excel, PowerPoint, Git, Adobe Creative Suite