



WENDY
QI

CONSUMER
MARKETER

CONTACT

+1 415 830 3480
WENDY.QI@GMAIL.COM

WWW.WENDYQI.COM

 @wenwenqi

 /wendyqi

PROFILE

Global consumer marketer with a background in strategy, design, and tech dedicated to building better experiences that create lasting relationships between individuals and brands

EXPERIENCE

STRATEGIST & WRITER

WENDY QI | FEB 2009 - PRESENT

- Drive strategy and implementation of branding efforts for consumer tech companies
- Led programming and HostCo Partner Program for the inaugural NewCo, a global festival series highlighting innovative companies
- Covered tech and startups for *China Daily* and *Xinhua News Agency*
- Clients include VAVA, NewCo, and EastWest Communications

CO-FOUNDER, HEAD OF MARKETING

SENTRI | MAY 2014-FEB 2016

- Conceptualized, marketed and launched a smart home product focused on helping people protect what matters most -- their homes
- Ran a \$400k Kickstarter campaign in 30 days from 1,300 global backers
- Pitched and secured press in 40+ publications including CNET, Digital Trends, TechCrunch, Wired, Inc., TechHive, and Forbes
- Created partnerships with leading retail and home brands like Westfield

GLOBAL CURATOR / SOCIAL BUSINESS LEAD

UM | OCT 2011 - MAY 2014

- Championed knowledge management and social collaboration initiatives across 90+ markets for 3600+ employees, with user adoption rate of 90+%
- Co-developed industry-leading market research, including a 30,000+ panel global curiosity study

PRESIDENT, SAN FRANCISCO CHAPTER (VOLUNTEER)

WOKAI | MARCH 2011 - APRIL 2012

- Wokai is a peer-to-peer microlending platform focused on empowering China's rural population
- Grew San Francisco chapter by 100% while securing key engagements for founder with World Affairs Council

SENIOR ECONOMIC CONSULTANT

DELOITTE | AUG 2007 - FEB 2010

- Advised on corporate/financing structure for multinational corporations in the retail, consumer goods, high technology, and semi-conductor industries

EDUCATION

B.S. BUSINESS ADMINISTRATION / B.A. INTERNATIONAL POLITICAL ECONOMY
UNIVERSITY OF CALIFORNIA, BERKELEY

SKILLS

- Brand management
- UX/market research
- Product strategy
- Partnerships
- Chinese (Mandarin) -- Professional fluency