



PLAYER BIO

Passionate and diligent marketing and PR professional with 5+ years in product marketing and community development with a history of exceeding expectations. Data-driven decision maker who puts users first and seeks to create processes that clarify ambiguity. Seeking a new opportunity where I can deepen my strategic marketing knowledge, grow as a leader, and learn new skills.

PLAYER EXP

Mojang, Social Media Manager (*Minecraft Earth, Minecraft Realms Plus, Minecraft Marketplace*)

November 2019 - Present (Contract)

Create social strategies that marry the unique strengths of the product, the needs of the platform, and the interests of the audience.

Discord, Product Marketing Manager

September 2018 - October 2019

Managed positioning, messaging, and user research while embedded with product teams during development. Created & executed go-to-market campaigns for product features, game dev initiatives, and game launches.

- Led cross-functional teams to alignment in pursuit of launch goals for 10 marketing launch campaigns, including Discord Go Live, Discord server commerce, and the Discord Store.
- Developed the marketing plans for First on Discord game launches, including *Last Year: The Nightmare* which reached #3 on Twitch and became the best selling game on the Discord Store.
- Speaker at PAX Dev 2019, *Discord Tools for Developers*. Presented best practices for community growth and management, how to leverage players as assets during development, and shared individual case studies from successful developers on Discord.
- Won Discord Hack Week 2019. Led a diverse team to create and test a program that connected game devs to a community of QA testers to debug games in alpha and beta.

ThinkGeek/GameStop, Marketing & Communications Manager

April 2015 - September 2018

Marketing & public relations management, focused on data analysis to define and refine KPIs. Developed & executed social content strategy, paid media, and public relations campaigns to support brand and product marketing goals.

- Drove 20% YOY growth in social media channels with 1.6 billion social media impressions & 30.6 million engagements to an audience of 3M followers, generating \$3.5M total revenue via social conversion through owned and paid channels
- Partnered with licensors including CBS, Bethesda, Gearbox, Nintendo, Disney, Studio MDHR, Lucasfilm, and Fox to create digital marketing campaigns in support of events, product launches, and brand marketing
- Managed PR agency media outreach strategy that resulted in 900+ pieces of coverage with 55.9M estimated views in 2017

SP+ Corporation, Marketing Manager

February 2014 - April 2015

B2B & B2C marketing with a data-first perspective to optimize existing programs & generate new opportunities.

Marketing Consultant, Batterystaple Games

February 2013 - June 2014 (Freelance)

Developed & executed two marketing & public relations campaigns to promote two game launches on Kickstarter & Steam Greenlight.

- Built social media presence from 0 to 10k+ followers
- Recorded & edited trailers that have surpassed 3M views

EDUCATION

University of Maryland, 2014

Bachelor of Arts, American Studies

SKILLS

Social media platforms

- Facebook, Twitter, Instagram, Snapchat, Pinterest, YouTube, Twitch, Discord

Event management

- PAX East, PAX West, San Diego Comic Con, Star Wars Celebration

Social media management tools

- Sprout Social, Sprinklr

Data collection & analysis

- Omniture, Google Analytics, Chartio

Copywriting and SEO

- Site, Email, Social Media, Blog

Video production

- Adobe Premiere, OBS

Graphic design

- InDesign, Photoshop

Blog platforms

- WordPress, HTML, Medium