



Bianca Ciotti

Global Marketing Leader for Games, Partners, and Events

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10+

YEARS EXPERIENCE

75+

SHIPPED GTMS

2.5x

GAME PASS GROWTH

500M+

BROADCAST VIEWS

PLAYER BIO

Passionate marketing professional with 10+ years in gaming content, product, and community. I have a strong record of driving high-impact campaigns, managing complex partner relationships, and delivering best-in-class creative. A creative decision-maker who puts players first, I build teams and processes that thrive under pressure and foster a calm, resilient culture without compromising on quality. I'm looking for a place to craft new stories and grow as a leader, while keeping the joy of gaming at the heart of everything I create.

PLAYER EXP

Senior Global Partner Marketing Manager

Sept 2025 — Present

MICROSOFT · XBOX — 3P EVENTS & DIGITAL BROADCASTS

- Own Xbox's third-party broadcast and events marketing end-to-end - content prospecting and pipeline negotiation, show line-ups, contract review, partner creative direction, and campaigns for both the show and its featured titles. Every major moment grew viewership YoY, setting new records for both engagement and wishlist adds.
- Owned third-party games marketing for Xbox's biggest annual moments:
 - Xbox Games Showcase 2026:** 195M+ all-up views, strongest engagement in five years, 12 top-20 global social trends (four at #1).
 - Tokyo Game Show 2025:** Xbox's most-watched TGS ever with 70M+ all-up views (+126% YoY).
 - Gamescom 2025:** Xbox's two-day broadcast and on-floor consumer booth drove 45M+ broadcast views (+47% YoY), 190k+ booth attendees, 30k+ demos, record-high media coverage, and the show's strongest social growth in years.
- Created two repeatable tentpole broadcast formats — Xbox First Look: *Metro 2039* and Xbox Presents: *A Special Look at Stranger Than Heaven* — both setting reach highs with overwhelmingly positive reception, unlocking new ways for studios and publishers to unveil their biggest moments with Xbox.
- Manage and develop a direct report, lead cross-functional project teams of up to 15, and bring steady leadership that drives clarity and accountability through high-pressure show cycles.
- Build the systems that scale delivery: a per-show postmortem cadence, a new partner-asset submission process, onboarded production and localization partners, and the internal and partner-facing performance reports behind every broadcast.

Global Partner Marketing Manager

Feb 2022 — Sept 2025

MICROSOFT · XBOX — 3P GAMES

- Owned full-lifecycle marketing for SEGA, Capcom, and Konami across legendary franchises — *Like a Dragon*, *Persona*, *Metaphor: ReFantazio*, *Monster Hunter*, *Resident Evil*, *Street Fighter*, *Silent Hill*, and *Metal Gear* — driving record partner revenue, +13% SEGA and +10% Konami YoY.
- Led the *Metaphor: ReFantazio* launch, an eight-figure co-marketing program with SEGA spanning Times Square, London, and Tokyo OOH, influencer campaigns, a Showcase feature, and a day-one Game Pass debut.
- Led 3P marketing for Tokyo Game Show 2024 driving direct show views +1000% YoY (yes, really) and owned-channel marketing views +100% YoY.
- Managed \$100K to multi-million-dollar budgets across performance media, influencer, OOH, social, and collaborations.
- Mentored and developed a direct report into title and partner ownership.

Product Marketing Manager

May 2020 — Mar 2022

MICROSOFT · XBOX — GAME PASS

- › Helped more than double Xbox Game Pass subscribers in two years by highlighting key title launches leveraging owned, earned, paid, and partner channels.
- › Managed 15+ bespoke launch campaigns and brought 40+ ID@Xbox titles to the Game Pass catalog, including *Hades*, *Among Us*, *Undertale*, *The Ascent*, and *Slime Rancher*, *Destiny 2*, and *DOOM Eternal*.
- › Built and produced the ID@Xbox x Twitch showcase: 180K peak concurrent viewers and 150+ media placements.
- › Drove title-marketing prioritization across paid media, CRM, and social to lift awareness and acquisition, and reduce churn.

Social Media Manager

Nov 2019 — May 2020 · Contract

MICROSOFT · MOJANG — MINECRAFT EARTH, REALMS PLUS & MARKETPLACE

- › Built social strategies uniting the unique strengths of each product, the needs of the platform, and player interests across *Minecraft's* live services.
- › Authored a social brand voice bible spanning multiple platforms and competing goals — engagement, subscriptions, customer-service support, and news — to keep tone consistent across every channel and audience.

Product Marketing Manager

Sept 2018 — Oct 2019

DISCORD

- › Owned positioning, messaging, and user research embedded with product teams, building go-to-market campaigns for product features, game-dev initiatives, and game launches.
- › Led cross-functional teams to launch goals across 10 campaigns, including Go Live, server commerce, and the Discord Store. Won Discord Hack Week 2019, connecting developers to a QA-tester community via Discord servers and bots.

Marketing & Communications Manager

Apr 2015 — Sept 2018

GAMESTOP · THINKGEEK

- › Led marketing, PR, and communications with a focus on data analysis to define and refine KPIs; built social, paid-media, and earned campaigns supporting brand and product goals.
- › Drove 20% YoY social growth, with 1.6B impressions and 30.6M engagements to a 3M-follower audience, generating \$3.5M in attributable revenue; directed PR outreach delivering 900+ placements and 55.9M estimated views (2017).

PLAYER SKILLS

Go-to-Market Strategy · Partner & Portfolio Marketing · Global Broadcasts & Live Events · Title Evaluation · Creative Direction · Content Creation · Social Media · Brand & Communications · Performance Reporting · Budget & ROI · Project & Program Management · Cross-Functional & People Leadership

SELECTED FRANCHISES & LAUNCHES

Resident Evil

Like a Dragon

Metal Gear Solid Δ

Persona

Monster Hunter

Street Fighter 6

Silent Hill

Destiny 2

Castlevania

Hades

Metaphor: ReFantazio

Total War

Football Manager

Among Us

Undertale

EDUCATION University of Maryland, B.A. American Studies · 2013

COMMUNITY Organizer, Women in Gaming ERG (Microsoft)