

## Profile

More than twenty years ago, when the internet was still shiny and new, I created my first community website. Since then, I have been a passionate and purposeful fan at the forefront of the online community movement, participating in every aspect of the online community experience. I have created independent web portals and communities for several of my own passions, served as a third-party contracted Community Manager for Warner Brothers Entertainment on an historic franchise (Superman), worked at Electronic Arts to breathe new life into a community that had been too long stagnant (Medal of Honor), and publicly represented several of the videogame industry's most popular franchises (Gears of War, Halo, Age of Empires).

## Experience

### Robot Entertainment

April 2010 to May 2017

#### Marketing Manager/Community Manager - Plano, TX

Marketing Manager for Orcs Must Die! franchise

Responsibilities include:

- Developing a long-term strategy for attracting and retaining a community around Robot Entertainment
- Maintain appropriate marketing calendars and schedules for an internal creative services team
- Website management and feature planning
- Hosting and Producing live stream shows
- Managing and executing an email marketing calendar
- Lead marketing efforts for in-game/content events
- Public Relations Management
- Publicly representing Robot Entertainment in video, podcast, and written interviews
- Managing relationships with external broadcasters
- Developing unique Twitter, Facebook, Twitch, and YouTube presences for the studio and all of its games
- Overseeing co-marketing partnerships
- Trade show planning and execution
- Development of referral and affiliate programs
- Conceptualizing and Directing video marketing
- Managing direct reports

Highlights include:

- Developed an engaging and entertaining counter-marketing campaign for Orcs Must Die! called "Orcs Must Live" that spanned social media, websites, and live events.
- Firmly and quickly established a reputation for Robot Entertainment as an exciting new independent developer that works closely with their community to create better products.

## **Microsoft Game Studios**

July 2008 to January 2010

### **Community Manager** - Redmond, WA

Community Manager for Gears of War franchise

Responsibilities include:

- Providing a vision and long-term strategy for gearsofwar.com, including content planning, user-experience mapping, expanding user-generated content and web 2.0 functionality
- Assisting in the organization and management of the official Gears of War forums
- Working with third-party developer Epic Games to ensure that community and online marketing successfully and faithfully represented their brand
- Liaising between development studio, publisher, and core community base
- Representing a triple-A game franchise in person and on camera at public and press events
- Organizing and supporting regular community-focused gaming events on Xbox LIVE
- Fostering constructive relationships between the studio and the fan base

Highlights include:

- Represented Microsoft Game Studios alongside Epic Games Design Director Cliff Bleszinski during an 8-day European Press Tour
- Led the drive with a web development team toward record web site visitation numbers during Gears of War 2 launch month
- Quickly established myself as a trusted community resource among Gears of War and console gaming community websites

Transferred to Community Manager for 343 Industries (Microsoft's internal Halo development studio)

Responsibilities include:

- Establishing official forums for the Halo community at the existing Xbox.com forums in a way that was easy to find
- Establishing a strategy for 343 industries on popular social media websites like Twitter and Facebook
- Managing a content calendar for content being published on the official website, social networking sites, and on the Halo Waypoint console experience
- Writing and producing community-focused content for all arms of Halo outreach
- Fostering constructive relationships between studio and a skeptical fan base

Highlights include:

- Launched Halo Waypoint, a new interactive community experience delivered directly through the Xbox 360 console dashboard
- Began the strategic introduction of Microsoft's internal Halo development group, 343 Industries, to the Halo community
- Co-created, wrote, produced, and voice-acted in the "Waypoint Top 5" series, which was consistently one of the service's most-watched pieces of original content.

## **Electronic Arts**

April 2006 to July 2008

### **Community Manager / Assistant Producer** - Los Angeles, CA

Community Manager for EA Los Angeles First Person Shooters (Medal of Honor and Tiberium franchises)

Responsibilities include:

- Increasing and retaining forum, website, and newsletter traffic by ensuring these environments were inclusive and informative.
- Creating online content such as news, editorials, blogs, podcasts and developer profiles
- Engaging community leaders in compelling ways to encourage the promotion of studio projects
- Liaising between developers and key fans to trade vital information about expectations for upcoming titles
- Tracking and managing daily, weekly, and monthly development team tasks and goals
- Overseeing the design and flow for game menu systems
- Preparing and presenting press event demonstrations, focus groups, and internal software reviews
- International travel for marketing and trade show support
- Management of external partner and consultant relationships
- Researching background information for stories, characters, and locations

Highlights at Electronic Arts include:

- Planned and executed a Medal of Honor Community Summit featuring a live WWII weapons shoot
- Planned and executed a Medal of Honor Multiplayer Summit on-base at Fort Bragg, NC
- Transformed a cynical group of four Community Leaders into an optimistic team of over 130 community-leading evangelists for Medal of Honor Airborne
- Orchestrated community marketing efforts for five games in two years, spanning six game platforms and two genres

## **BlueTights.net**

January 2004 to May 2010

### **Creator / Administrator** – Los Angeles, CA

Beginning as an enthusiastic community website administrator then acting as WB Contract Community Manager for Superman Returns. Responsibilities include:

- Managing the design, implementation, and administration of a twenty-five-thousand member message forum
- Updating and maintaining the design and code of a community web portal with, at its peak, over one million unique visits per month
- Liaising between studio representatives and passionate community base
- Working with studio representatives to organize and execute on the delivery of exclusive video content to the web
- Coordinating community support with major studio marketing release schedules

Highlights at BlueTights.net include:

- Attracted the attention of Warner Brothers Pictures and acclaimed director Bryan Singer to partner for key community initiatives, including exclusive behind the scenes video journals chronicling the development of Superman Returns
- Effectively created a new online community environment for Superman film fans by incorporating a new focus on respectful relations between the fan base and Warner Brothers Pictures, along with a comprehensive website with a variety of content that was easy to find and consume
- Expanded the site from just two hundred members in its first year to over ten thousand members and hundreds of thousands of unique visits per month by its second anniversary

**Pelco**

October 2002 to April

**Multimedia Designer / Technical Illustration Supervisor** – Clovis, CA

2006

Worked with a creative team of digital designers and programmers.

Responsibilities included:

- Designing and implementing a wide array of new media applications such as web sites, interactive CD's, award-winning software interfaces, screen savers, and presentations
- Coordinating with senior print designers to maintain consistency across company marketing materials
- Designing and implementing custom displays for trade show demonstrations
- Assisting several partner groups outside of the digital disciplines

Highlights include:

- Designed a new software user interface for the DX8000 digital video recorder.
- Won a Gold Addy Award for Interactive Media Design
- Won a Silver Regional Addy Award for a printed stationary package

Promoted to Technical Illustration Supervisor, dealing with a direct report and the needs of a full department.

Responsibilities included:

- Organizing a small team of technical illustrators
- Managing a direct report
- Fulfilling the needs of both a Technical Publications group and those of other internal groups, such as Marketing Communications and Product Specifiers

Highlights include:

- Helped to expand the functions of the Technical Illustration group to support more internal customers with a broader range of graphical offerings
- Participated in the creation of new internal graphical standards for application illustrations
- Established a new method of simple cataloguing and tracking technical illustrations for increased productivity, drawing distribution, and faster recall of past work

## **Education**

**2002 - Bachelor of Arts – Graphic Design Emphasis**, California State University Fresno - Fresno, CA

## **Awards & Honors**

- Honorary "Black Hat" - Presented by Airborne Instructor SSgt Kyle Roscoe of the 82nd Airborne - 2007
- GQ Magazine - "The Verge - Top 25 Pop Cultural Moments" - BlueTights.net listed as being on the forefront of major film marketing - 2005
- TIME Magazine – BlueTights.net featured in article about the cutting-edge of major movie marketing - 2005
- Gold Addy Award - Interactive Media (Pelco) - 2004
- Silver Addy Award - Logo Illustration (Pelco) – 2004