

Summary

Marketing & social media wiz with a proven track record of success with 6 shipped titles & work on 14 more. Years of experience growing communities around games with the passion to help inspired projects find forever fans.

Work Experience

Midwest Games – Marketing Manager July 2024 – Present

- Led marketing strategies for games portfolio, increasing Steam Wishlist additions by 34% vs. previous quarter.
- Oversaw marketing production from internal departments and external partners to keep deliverables on track.

StarVaders Studios – Marketing Manager (Freelance) January 2024 – July 2024

- Designed and led marketing plan for **StarVaders** resulting in 25,000 Steam Wishlist Additions in five months.
- Ran a booth at PAX East 2024, greeted and talked to fans and interviewed with press about **StarVaders**.
- Lead both an organic and paid influencer campaign with a six-figure budget to promote **StarVaders**.

Elsewhere Communities - Marketing Manager (Freelance) January 2024– July 2024

- Established social media presence and created a comprehensive marketing plan to bring **Elsewhere** to market.
- Led research in marketing positioning and led interviews with target audience to create player personas.

Astra Logical – Marketing Contractor (Freelance) January 2024 – July 2024

- Managed and coordinated event and festival submissions for multiple titles in Astra Logical's portfolio.
- Provided research and guidance for influencer marketing by finding, analyzing, and contacting relevant creators.

Astra Logical - Social Media Content Specialist May 2023 – December 2023

- Created and grew social platforms for Astra Logical's publishing efforts, **Snakebird Complete**, and **Star Stuff**.
- Provided marketing support writing Steam page copies, editing PR drafts, and planning marketing campaigns.

En House Studios - Social Media Manager, Lead Developer Oct. 2017 – May 2024

- Created & executed marketing strategy for indie title **GLITCHED** that resulted in 23,000+ Steam Wishlist additions, \$70,000 through Kickstarter, and 4000 Twitter followers with no starting online presence or budget.

NetherRealm Studios - Quality Assurance Analyst August 2022 – May 2023

- Provided Quality Assurance on **Mortal Kombat 1** and **Mortal Kombat Onslaught** (Mobile).

Skills & Technical Abilities

Indie marketing, community management, influencer marketing, game copywriting, video editing, social content creation, Adobe Suite, Jira, Notion, ClickUp, AirTable, Sprout Social, Trello, OBS, Kickstarter, TestRail, Steam Backend, Confluence

Projects

GLITCHED (PC) - En House Studios

- Independently developed all aspects of the RPG title including programming, writing, art, and marketing.

Education

DePaul University - Worked towards a BS of Game Design & BA of sociology.

2012-2016