

The Language of Leveling Up

Crafting your Unapologetic Career Stories

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Career Joy Strategist

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Overview

Outcome	Clarity and Confidence at any stage of your career
Vision	How you see yourself, values alignment
Impact	How to tell career stories that attract hiring managers
Path Forward	How to ask for what you deserve

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! Feelings Alert !

It's normal to feel anxious, nervous, insecure, regret or shame about learning new things or seeing others "further ahead on their journey."

Some folks have had opportunities and privilege (education, money, time).

Our paths will look different. I was a late bloomer.

Let's be gentle. Compassionate. Kind.

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It'sa me, Jean-io!

My life in a nutshell:

- Loves Tetris, tea, mysteries & maple syrup

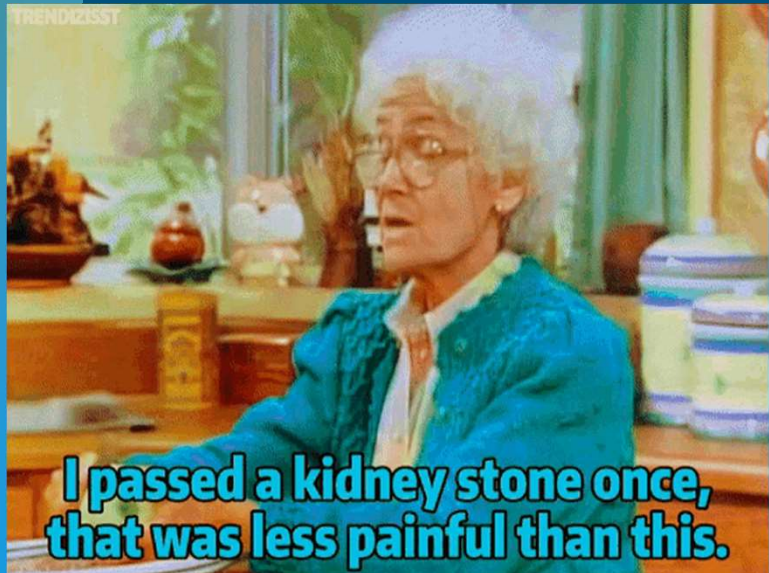
The Path

- 25 | English Degree! What now? Comedy?!
- 31 | Met a coach, became one!
- 37 | Indie Dev CEO – wrote, produced, taught
- 43 | Combined ALL the skills!

700+ Game Devs coached and mentored since 2019

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JOB STUFF: THE STRUGGLE IS REAL



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The Stinky Truth

200-2,000+ applications per posting; less with senior roles

90-95% of resumes are tossed

Robots then hiring managers **scan your resume for 6 seconds**

3-6 months to new job

Economic uncertainty, mass layoffs

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How Can We Stand Out?

A photograph of a stage with red curtains. A spotlight is shining on the center of the curtains, creating a bright circular area. The rest of the stage is dark.

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VISION

A solid blue background. In the top left corner, there is a yellow L-shaped line. In the bottom right corner, there is a yellow L-shaped line. Below the word 'VISION', there is a short blue horizontal line.

Aligning the Personal
with the Professional

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Know Thyself aka the Touchy Feely stuff

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Check In

How many hours a year do you spend on active career maintenance?

- Professional Development, networking, planning your next career move?

Do you look for work reactively or proactively?

How many hours a year do you spend proactively planning your life goals?



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Looking Inward

Career maintenance = thinking about:

- Current Priorities, Future Priorities
- Energy – physical, emotional, mental
- Tolerance levels
- How do YOU define success?



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Alignment @Home

What does work-life balance mean for you?

What flexibility do you need for your life?

What salary and benefits do you need to support you, your dependents?



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Alignment @Work

Does your current or next role get you closer to your goals? How will you be supported in your growth?

What company culture values are important to you?

Does this project or team excite you?



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Where do I belong?

Not all studios are equal. Things to consider:

- **Studio culture** (corporate values, work cadence, management philosophy, growth oriented, diversity, etc)
- **Project type** (LiveOps, Mobile, Console, F2P, NFT, etc)
- **Content type** (MMO, RPG, FPS, fashion, match 3)



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How do I know I'm ready to level up?

Where am I in comparison?

- To my peers?
- To **my own expectations?**

If you can do 100% of your tasks with ease, you may be ready to stretch for a new role

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Level:	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	Entry	Developing	Career	Advanced	Expert	Principal
Analogy:	Learning about rope	-Can tie basic knots -Participates as others tie complex knots	-Ties complex knots -Calculates rope strength -Knows a lot about knots	Understands rope making	Knows more about rope than anyone else at the company	Knows more about rope than anyone else, period.
Knowledge	Learns to use professional concepts. Applies company policies and procedures to resolve routine issues.	Developing professional expertise, applies company policies and procedures to resolve a variety of issues.	A full understanding of area; resolves a wide range of issues in creative ways.	Has wide-ranging experience, uses professional concepts and company objectives to resolve complex issues in creative and effective ways.	Has broad expertise or unique knowledge, uses skills to contribute to development of company objectives and principles and to achieve goals in creative and effective ways.	Expert in the field, uses professional concepts in developing resolution to critical issues and broad design matters.
Job Complexity	Works on problems of limited scope. Follows standard practices and procedures. Builds stable working relationships internally.	Works on problems of moderate scope where analysis of situations or data requires a review of a variety of factors. Exercises judgment within defined procedures and practices to determine appropriate action.	Works on problems of diverse scope where analysis of data requires evaluation of identifiable factors. Demonstrates good judgment in selecting methods and techniques for obtaining solutions.	Works on complex issues where analysis of situations or data requires an in-depth evaluation of variable factors. Exercises judgment in selecting methods, techniques and evaluation criteria for obtaining results.	Works on significant and unique issues where analysis of situations or data requires an evaluation of intangibles. Exercises independent judgment in methods, techniques and evaluation criteria for obtaining results.	Works on issues that impact design/selling success or address future concepts, products or technologies.
Supervision	Normally receives detailed instructions on all work.	Normally receives general instructions on routine work, detailed instructions on new projects or assignments.	Normally receives little instruction on day-to-day work, general instructions on new assignments.	Determines methods and procedures on new assignments and may coordinate activities of other personnel.	Acts independently to determine methods and procedures on new or special assignments. May supervise the activities of others.	Exercises wide latitude in determining objectives and approaches to critical assignments.

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Gap Analysis

- What aligns with your bandwidth and desired role?
- What skills, experience or mentoring is needed?
 - Scout job postings for your next role – track the required skills. Make a plan for yourself or engage your manager
- What feedback are you getting in performance reviews?



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What's Next?

- How much do I want to grow? How fast?
- How much can I learn on the job or in formal education?
- What specific experience do I need to skill up? Software, processes, etc
- Can I find a mentor?

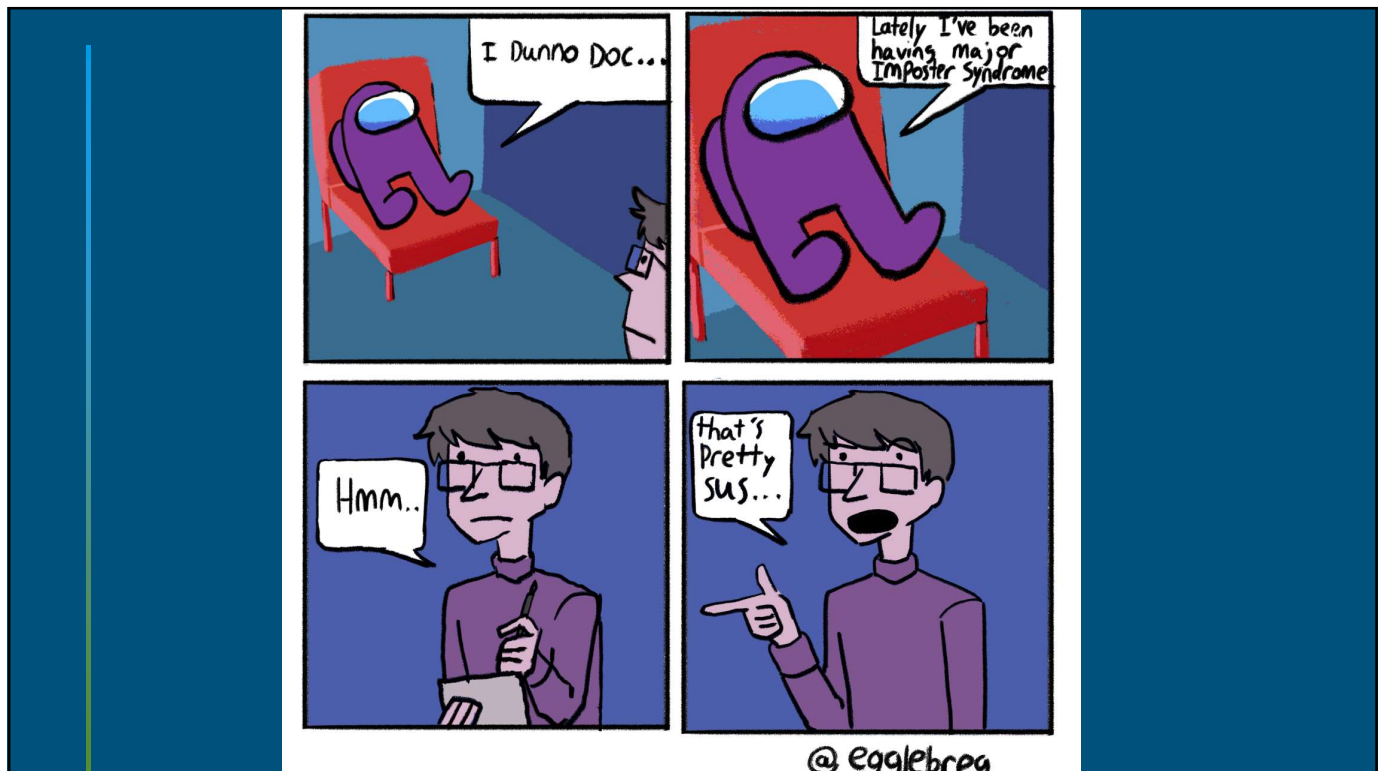


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What gets in the way of celebrating me?

- Apologizing for
 - What we don't know, skills that feel wobbly
 - Gaps in career history
- **Imposter Syndrome** | Anxiety | Fear | Trauma | Workplace Politics | Cultural Factors
- **Not knowing what should be celebrated, how**

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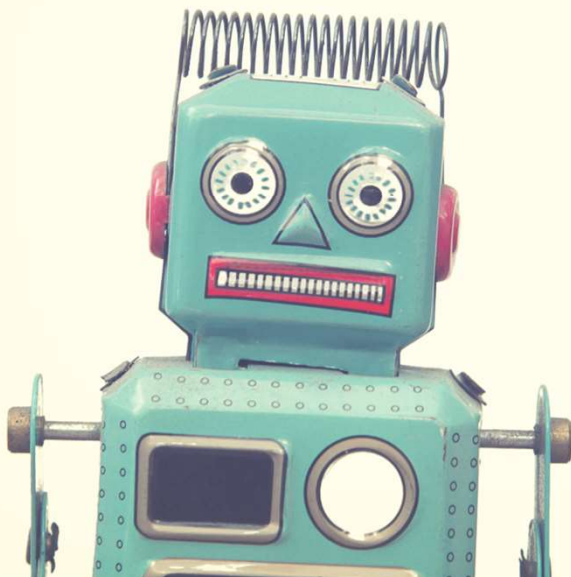


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Listen to Hiring Manager Pain!



If job postings are an expression of pain
> **alleviate their suffering**

**H U A! Heard! Understood!
Acknowledged!**

What language do we need to
communicate our experience?

How can we pass the Applicant Tracking
Software (ATS) robots?

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Breaking the Resume Rules

The VIP Pillars™ - a non-chronological storytelling approach

Show how we want to be seen, our impact >

#BIGSTICKENERGY

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The VIP Pillars™

Validation

Primary Expertise!

Career highlights, measurable wins

Lines up with career focus

Level of responsibility

ENERGY!

Integration

Processes, technical proficiencies

Getting Stuff Done

"Stuff" we do that supports **Validation**

People

Communication, Collaboration

Leadership, Mentorship

Volunteering

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Matt's Story

Vision: Art Director role at new company

Background: 7+ years in Art Direction, 14+ years Illustration

His WHY: Loves setting the vision, supporting teams to execute them

Challenge: Gets interviews, struggled with offers



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The VIP Pillars™ | Example Pillar Titles

Validation

Early to Mid-Career:

Design | Storytelling |
Project Organization
Programming
Community Engagement

More Experience:

Creative Direction
Editorial Direction
Strategy & Execution
Leadership & Strategy

Integration

Implementation

Content Development
Project Implementation
Strategy
Technical Proficiency
Product Design
Systems Architecture

People

Communication & Collaboration

Leadership & Collaboration
Growing Teams & Community
Industry & Audience Engagement

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Examples of Producer Skills

Organization

- Arrange meetings, events
- Identify project risks
- Create budget, schedules
- Communicate w leads
- Hired/onboarded team

Process

- Monitor, analyze report metrics, data, KPIs
- Streamline processes
- Gather user feedback, integrate feedback
- Troubleshoot

Communication

- Lead/mentor others
- Work remotely
- Write documentation, curriculum
- Liaise with clients, team

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AHHH! What is my XP?

Your Responsibilities

- Works with the Line Producer to establish roadmaps for game experiences and technological advancements, aligning with the broader goals of EA SPORTS™ FC and EA Sports.
- Partners with stakeholders to shepherd features through development, modeling best practices for the process for delivery, feature quality, and ensuring the feature vision is upheld.
- Evaluates features and prioritize the backlog to ensure work is aligned with product strategy and ROI.
- Actively involved in mitigating risk to successful team completion of Release/Sprint Goals.
- Works with Development Directors on feature delivery processes, driving for clarity, and proposing improvements to workflows.
- Works with a team of developers and QV professionals to ensure product integrity.
- Identifies dependencies and works through requirements across various teams.
- Works closely with Development Directors and other project stakeholders to ensure that project deliverables are on time and meet high-quality standards.
- Develops strong relationships with partner teams including publishing, marketing, finance, legal, consumer insights, and game analytics.
- Reports to the production leader of the team.

Look at job postings, other resumes

What are hiring managers looking for, what have you done that matches it? Rewrite it to provide contextual examples & add.

Watch title inflation. "Lead artist" at small indie is not = to AAA Lead Artist.

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What XP do I have?

What experience do you bring to the role?

What XP do I have?

What kinds of ORGANIZATION, PROCESS, and COMMUNICATION skills do you have?
Feel free to add additional rows to the table.

Skill	Type	Level of
Communicate with doctors and drug company leaders	Organization ▾	8
Coordinate meetings/events	Organization ▾	7
Lead weekly meetings (includes creating a very in depth meeting agenda with patient information, enrollment#s, studies in startup, budget and more)	Organization ▾	6
Study start-up: budget, enrollment #s, training	Organization ▾	5
Data entry	Process ▾	8
KPIs (mainly in the form of monitoring my own performance with data entry)	Process ▾	4
Creating new workflows for data entry and	Process ▾	6

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What Work/Projects Can I Use?

We can be selective about our work histories.

- What work/project experiences do you have that required **ORGANIZATION, PROCESS, and COMMUNICATION** skills ?
- Tell us a story about that experience:
 - What was the project you were working on? How many people were involved? What kinds of tasks did you do? What is an example of a great thing you "owned" or had responsibility of?

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Pillar Prompts | Production

Production

What size of teams have you supported? Duration of project cycle?

What production tasks have you done? Scheduling? Presenting milestones? Running meetings?

Who are you working closely with?

Process & Optimization

What kind of software do you use for producer-things?

What kinds of documentation have you created?

What other skills do you have that are used in making games? Have you coded before, run QA sessions, etc?

People

Have you worked in person, fully remote, a combination?

Tell me how you communicate with people – friendly, asks a lot of questions, etc

Have you volunteered, mentored, or led projects?

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Pillar Prompts | Game Design

Design

How many games have you made? (student, personal, professional)

What kind of mechanics are you designing, implementing?

What kinds of games? How long are they?

Implementation

What kind of software do you use to make games? How skilled are you at this?

What other skills do you have that aren't design-related but are used in making games?

People

What size of teams have you worked with?

How do you communicate with people?

Have you volunteered, mentored, or led projects?

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Crafting! The Profile Blurb!

1-2 sentence blurb: **resume math meets jazz hands!**

Marketing and brand management professional with 6+ years' experience, delivering impactful strategies for world-class companies.

7+ years' experience leading cross-functional team operations focused on creative problem solving, heart-centered leadership and care.

3D Art & Animation graduate from The Pixels & Polygons School. 7+ years' production experience seeking a career change into 3D animation.

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Validation Brand Manager | (What expertise you're hiring me for!)

BRAND MANAGEMENT

- Refined and provided **key brand insights for go-to-market strategies** across multiple IPs under Lucasfilm by working with larger **Star Wars/Indiana Jones franchise teams**. Coordinated inflight planning and provide market differentiation across products for external partners: Bethesda, Gameloft, Zynga, WB Games
- **Developed brand and positioning strategies with WB Games** on LEGO Star Wars: The Skywalker Saga across platforms, resulting in **XXM+ units sold** in the first 2 weeks
- Created go-to-market campaigns for six Magic The Gathering card sets, both physical and digital, and led a cross-functional team across developer studio, web, CRM, social/community, and media buying teams. Contributed to **XXXM+ in revenue and high customer retention**
- Planned and executed Mortal Kombat 11 announcement utilizing six cross-functional teams on accelerated timeline (25%), generating **XXM+ in global pre-order units**

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Integration Brand Manager | (Day to day work)

STRATEGIC ANALYSIS

- Launched the Shadow of War campaign with a total of **XXXM+ marketing budget** between WB Games and Microsoft resulting in 3M+ units for year one sales
- **Shaped XXXM+ worth of media across Google, YouTube, Facebook, Adsense and Amazon**; analyzed media insights and audience research to develop the creative strategy, driving 20% increase in revenue
- Developed XXXM+ launch campaign and built out XXXXM **influencer custom content program**, driving MTG: Arena to 3M active users with high daily active user rate. Provided full post-campaign analysis
- Conducted **customer segmentation and growth analysis**, evaluated PlayStation research, and developed audience profiles; maximized **media conversions** with 20% reach for PS4 Pro, PS4 Slim, and PSVR launches

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People Brand Manager | (What I'm like on the job)

COMMUNICATION AND COLLABORATION

- **Partnered with internal and external stakeholders** to develop creative strategies across demographics at multiple stages of product development; collaborating with cross-functional teams to incorporate feedback
- Teamed with 3 external agencies to develop Mortal Kombat 11 announce cinematic and 100+ media assets; **presented audience customized concept and asset suite** to the SVP and VP of WB Games and secured approval

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Key Components

- Title (of the role you're applying to)
- Contact Info (tel, email, city, LinkedIn, Portfolio link)
- **Brief** profile
- Pillars
- Select Employment history
- Software/Skills (depends on level of role)
- Education (low priority unless recent grad, critical to role)

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Peter Orrestad

BRAND & PRODUCT MARKETING

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xxx-xxx-xxxx
xxxx@gmail.com
<https://www.linkedin.com/in/xxxxx>

ABOUT

Marketing and brand management professional with 6+ years' experience, delivering impactful strategies for world-class companies.

SOFTWARE

Productivity

Confluence | JIRA | Trello | Tableau | MS Office | Google Suite

SELECT WORK EXPERIENCE

Lucasfilm Games

March 2021 - Present

Associate Brand Marketing Manager

- LEGO Star Wars: The Skywalker Saga
- Star Wars: Hunters
- Indiana Jones
- Knights of the Old Republic

Wizards of the Coast

Jan 2019 - March 2021

Associate Brand Manager

- Magic The Gathering
- Dungeons and Dragons

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Arthur Davis

PRODUCTION | COORDINATION

Xxx-xxx-xxxx
 xxxxxxxxxxxxxxxxxxxx@xxxxx.com
 linkedin.com/in/xxxxxxxxxxxxxxxxxxxx

SOFTWARE

Productivity

JIRA | Miro | Monday.com |
 Slack | Discord | MS Teams
 | MS Office | Google Suite

Engines & Languages

Unreal 4/5 | UE Blueprints |
 Source SDK | Twine

Creative

InDesign | Photoshop | XD

KEY EXPERIENCE

Teaching Assistant

SMU Guildhall

PROJECT MANAGEMENT

- Supported 50+ graduate students end-to-end across 3 multi-month game development projects, supplementing production team as needed to facilitate development
- Regularly presented milestone progress, including live demos, to stakeholders for 2 projects successfully shipped to Steam
- Planned milestones, prioritized tasks, and built out project backlogs in team leadership roles alongside production
- Oversaw QA for a graduate capstone game, including managing JIRA bug-tracking systems and writing playtest feedback surveys
- Creative/Team Lead for the first team to publish their annual kart racer game project at SMU Guildhall's game development graduate program (55 students!)

PROCESS & OPTIMIZATION

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Level Designer

Hyperion Games
 2022 Jan. - May

KEY PROJECTS

Legend of the Outlaw Mage

Level Designer | 4 months |
 Team: 19 | Unreal Engine 4

Curse That Magic Cat!

Game Designer | 5 months |
 Team: 12 | Unreal Engine 4

EDUCATION

SMU Guildhall

2021 | MA | Level Design

Swarthmore College

2019 | BA | English, French

milestones, providing feedback on progress, risks, and mitigations

- Distilled department leads' priorities into concrete JIRA tasks with clear conditions of satisfaction during sprint planning
- Developed and maintained extensive live documentation for 2 shipped projects, including a changelog at the team's request

COLLABORATION & COMMUNICATION

- Developed first-hand understanding of design tools, process, and terminology through a Master's Degree in Level Design
- Completed 5 projects using agile development methods, including regular SCRUM meetings to track team progress
- Conducted one-on-one peer evaluation reviews with 30 graduate design students at each development milestone to address concerns and provide advice, with the end goal of ensuring overall team health and developer
- Improved inclusivity of in-house team tracking software by advocating successfully for the addition of pronouns to developer profiles
- Conversationally fluent in French

BONUS XP

- Organized, wrote, and produced 13 live action role-playing games for groups from 12 to 120, both remotely and in person

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Shannon Hunt

PRODUCTION | COORDINATION

000-000-0000

xxxxxxxxx@gmail.com

<https://www.linkedin.com/in/xxxxxx/>

PROJECT MANAGEMENT

- Lead multidisciplinary teams of 3-7 (art, audio, engineering, and QA) through **pre-production and production phases** of serious game lifecycle at *Zapdot* for seven months
- Developed **project plans** for projects including: project objectives, forecasted schedules, risk assessment, and staffing at *Zapdot*, *Wayfair*, and *Amazon*
- Partnered with Product Managers to **design**, support, test, and upgrade proprietary **workflow management tools**
- Prioritized task priority based on assignment for teams between 3-7 people in Jira and Trello. **Ran daily stand-up meetings** for multiple ongoing projects
- Determined priority for art asset review and assigned daily tasks to outsource and QA artists

ABOUT

Inquisitive and eager jack-of-all-trades with 6+ years of client-facing experience.

SOFTWARE

Productivity

Confluence | Discord | GSuite | JIRA | MS Office | Slack | Trello | Zendesk

Creative

Maya | Photoshop | Substance Painter | ZBrush

Technology

Unity

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IMPLEMENTATION

- Streamlined and **analyzed monthly data and reporting metrics** to upper management and external stakeholders
- Tracked 30+ clients' progress through Wayfair 3D University (3DU) initiative through reporting
- Designed **User Acceptance Testing criteria** for internal tools
- Authored and maintained Confluence documentation
- Understanding of 3D modeling pipelines and needs; 2+ years' experience in traditional and digital art

COLLABORATION AND COMMUNICATION

- **Established relationships** with stakeholder teams to collaborate on multi-month long projects
- Collaborated with **cross-functional teams** (designers, artists, QA, and engineers) to create digital curriculum for doctors
- Maintained client relationships at all levels of an organization, from customer support agents to CEOs
- Conducted in-person and video training sessions for new clients and contract workers across multiple time zones
- Conversational Japanese.

SELECT WORK EXPERIENCE

Associate Producer, Zapdot

Developed project plans and led projects from pre-production through production.
2019

3D Visualization Account Manager, Wayfair

Led 30+ clients through 3D University initiative, tracked performances and 3D model quality.
2018

Program Coordinator, Amazon

Led multi-month end-to-end projects, coordinated cross-department efforts to develop new Alexa AI features.
2015-2018

EDUCATION

The Pixels & Polygons School

2021 | Certificate in 3D Art and Animation

Brandeis University

2015 | BA in Studio Art, Psychology

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Dr. JC Lau

Producer, Servant Leader, DEI Champion with 5+ years of delivering high quality, compelling titles across PC and consoles (Destiny, Battletech, and expansions).

My Metro Area

My location

My email address

[linkedin.com/in/drjclau/](https://www.linkedin.com/in/drjclau/)

Pronouns: She/her

AREAS OF EXPERTISE

Human-Centered Leadership and Strategy

- Managed \$20m budget, scope, and teams of 7-70 through all phases of production. Experience with DLC and LiveOps.
- Established key studio-level production processes, including moving from milestone-based deliveries to sprints, introducing retrospective processes, and guiding project leadership to set, drive, and communicate product vision.
- Championed major studio DEI initiatives including founding Bungie Diversity Committee and HBS JEDI (Justice, Equity, Diversity, Inclusion) Council for consulting and providing guidance for positive studio impact.
- Pioneered programs for successfully onboarding 30+ new hires in 2020 and transitioning a 70-person team to work-from-home, while maintaining healthy and sustainable development practices.
- Defined and drove all aspects of production on Core Technologies team

EXPERIENCE

Harebrained Schemes (HBS) |

Sep '18 – Present

Producer

Bungie | Apr '16 – Sep '18

Scrum Master + Test Engineer

Xbox | Jan '15 – Apr '16

Localization Test Coordinator

GeekGirlCon | Jun '15 – Apr '21

Director of Marketing

SKILLS

Agile/Scrum

Jira and Confluence

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Fearless Communication and Execution

- Consistently fostered trusting, transparent relations with developers, stakeholders, and publishers with pipelines of various complexities (UI/UX, localization, sensitivity & accessibility consulting, narrative, and engineering).
- Led team rituals such as standups, sprint planning and retrospectives, triage, backlog grooming.
- Streamlined communication and workflows by establishing interdisciplinary strike teams to increase team output.
- Architected and shepherded internal documentation and project management tools, including porting from an existing wiki to Confluence and leading training/administration.

Continued Growth and Advocacy

- Served local and international game development communities: Board of Directors for IGDA Seattle and Global Game Jam.
- Speaker on production and DEI topics at industry events such as GDC, PAX Dev, Wonder Women Tech, Code Coven, IGDA.
- Mentored junior developers from underrepresented groups and developed training plans to guide their professional development.

SmartGit and Gitlab

Trello/Basecamp/Miro

Unity

Google Suite

SELECT AWARDS + RECOGNITION

GameIndustry.Biz

Game Changers (2021)

Queer in Games List (2021)

Amplifying New Voices

Academy of Interactive Arts and Sciences (2019)

EDUCATION

Harvard Business School

Management Essentials
certificate (2021)

UC Irvine Project Management
specialization (2017)

Australian National University

Ph.D., Political philosophy, (2012)

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Javiera's Story

Challenge: How to translate Hospitality to Games Production

Her WHY: LIVES for and LOVES helping people, uplifting, championing others, loves systems and organization, massively passionate about games

Wins: Connection, relentless joy, being of service

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RELEVANT EXPERIENCE

Director of Operations | Bok a Bok LLC | Seattle WA
June 2019 - July 2020

- Senior leadership on production, operations, procedures, programs, and systems for 4 restaurants of 65+ employees.

Operations Manager | Herman & Wallace | Seattle WA
October 2018 - June 2019

- Production and event coordination for continuing education courses for medical professionals.

UX Consultant | GoMotive | Seattle WA
April 2015 - September 2016

- Design consultant for desktop/mobile app product development for a B2B startup.

Genius | Apple Inc. | New York City NY
January 2011 - December 2014

- Retail Apple Store hardware and software troubleshooting, customer service and technical support.

How do we map this?

What pains can Javiera solve?

How do we translate hospitality work into production speak?

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PROJECT LEADERSHIP

- AGILE Certified Scrum Master (Scrum Alliance).
- Coordinated pilot programs for internal apps (i.e. MobileGenius).
- Consulted with executive leadership on business strategy, risk assessment and partnerships with outsource services.
- Oversaw reporting and monitoring of performance metrics of customer, employee and stakeholder expectations, satisfaction, retention resulting in record-high improvements to Profit and Loss reports.
- Mentored team of 6 managers on operations, procedures, budget and schedule forecasting, staff training and mediation.
- Identified and mitigated risks and bottlenecks in project timelines.
- Led on-site and remote teams of 10-20 for business critical operations.

IMPLEMENTATION

- Provided detailed user feedback for mobile app development in collaboration with remote engineering team.
- Troubleshooted and escalated technical hardware and software issues.
- Pioneered systems to evaluate and improve standards for team output, product quality, sales performance, and delivery success metrics.
- Overhauled systems of event production after resulting in a 37% increase

COMMUNICATION & COLLABORATION

- Provided onsite logistic support to 60+ international independent game developers as a booth coordinator for Indie Mega Booth 2014-2019 (Pax East, Pax West).
- Networked between developers, publishers, platform holders to relationships and business development.
- Coordinated and managed relationships with 9 vendors, hundreds of venues, 25 instructors and partners to facilitate an avg. of 18 events per month (50+ attendees per event) in continental US (230 events per year).
- Partnered with remote team of 13 to develop features informed by experience and market demands.
- Fluent in English and Spanish (conversational in French, Portuguese, Japanese, Turkish, Greek).

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JARED JTAN

[Intro Video](#)

COMMUNITY ENGAGEMENT

- Executed \$150k influencer campaign for Steam launch of *Industries of Titan*, generating 2,172,000 unique impressions and helping it become the platform's **Global Top seller on launch day**: budgeting, negotiations, contracts, scheduling, and post-campaign reporting.
- Grew and managed communities on *Mythic Heroes'* primary social platforms from <500 followers to 30,000+ followers in just 2 months.
- Developed company values and brand tone at Nerial by surveying founders and team members to guide studio's vision.
- Organized in-person and online industry events (Global Game Jam Vancouver, Women Game Jam Canada, Twitch Charity Concert) with representatives from several local game studios.
- Designed framework tracking community sentiment, social media data, competitor comparables, and KPIs to iterate and improve engagement in community of over 200k daily active players.
- Documented and presented conclusions from data-driven analyses of player reception and reaction to social media content.




CAMPAIGN MANAGEMENT

- Strategized, planned, and produced content with Nerial, obtaining 1 million organic views on TikTok in our first two weeks on the

ABOUT ME

Community Manager with experience building and growing positive communities for new game launches, and with 3+ years' experience in financial services in respected organizations.

PORTFOLIO WEBSITE

 CITY, COUNTRY
 EMAIL@GMAIL.COM
 1-000-000-0000

EXPERIENCE

NERIAL

Community Manager
2022 Jan - Present

I GOT GAMES CANADA

Community & Operations Specialist
2021 Sep - Nov

BRACE YOURSELF GAMES

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Content Producer

Digital Media Producer and Social Media professional with 4+ years' experience producing authentic, compelling content. Content producer specializing in video, photography for social media from start to finish, leading and executing on creative direction.



LinkedIn.com/in/JerrikaRomero

EMPLOYMENT

100 Thieves, Social Producer

June 2021

Responsible for sourcing user generated content, writing copy, & producing unique social specific content.

Loaded, Social Media Manager & Digital Media Producer

March 2020 – June 2021

Social media management, scripting & producing breaking / topical news stories relevant to the gaming space.

Synapse, Social Media Manager

EXPERIENCE

Strategy and Execution

- Lead social media strategy and collaborated with **influencers from celebrities (Snoop Dog, PewDiePie, Joel McHale) to microinfluencers** to promote campaigns and leverage awareness-building opportunities, increased engagement by 1200% at *Loaded*.
- Developed detailed communication and social media strategies for **product launches**, monitoring **KPIs and metrics**, achievements, deliverables, and **content releases** across major social media platforms. Grew audience by an average of 1321% at *Origin PC*, *Synapse*, and *Loaded*.
- Deployed content to **improve engagement via social posts and paid social ads**. Created a content rollout schedule to ensure **best algorithmic performance**.
- Devised **internal style guides**, establishing tone and brand messaging.
- Analyzed metrics to measure marketing content engagement, providing clear and concise performance updates to stakeholders.

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July 2019 – April 2020

Developed & drove social presence of brand & educated c-suite stakeholders on leveraging influencers.

Origin PC, Social Media & Influencer Relations Manager

November 2017 – July 2019

Overhauled all social channels, created brand voice & tone, produced & edited all content for social.

C&I Studios, Event Producer & Talent Booker

April 2017 – November 2017

Lead artist booking & outreach, curating diverse & eclectic entertaining line-ups.

EDUCATION

Miami-Dade College

Associates Degree, Art, 2021

UCLA Extension

Certificate, Production, 2023

Content Creation

- **Hosted and produced weekly livestreamed show** with rotating cast of speakers. Multiple platforms, averaging over **20K concurrent viewers**.
- **Curated content** for four brands across Facebook, Twitter, YouTube, Instagram, TikTok, and Discord. Responsible for **planning, writing, editing, and distributing content**. Executed editorial & content calendars.
- Scripted, storyboarded and produced over **50+ original short and long-form videos** for online distribution. Oversaw development from pre-production, scheduling, content development, and post-production.
- Created live content at industry trade shows (**TwitchCon, DreamHack, and PAX**).

Leadership and Collaboration

- **Managed creative team of 5**; video editors and motion graphic designers.
- **AGILE Certified Scrum Master** (Scrum Alliance).
- **Lead projects from inception to implementation** working with a diverse group of stakeholders.
- Brainstormed with team to develop content ideas, leveraging trends.
- **Ensure all deliverables meet stakeholder expectations**, including adherence to established timelines, budgets, financial reporting, etc.
- Provided **creative direction** to internal teams on digital content for social media.

Technical Proficiency

Social Media: Facebook, Twitter, TikTok, Instagram.

Adobe: Premiere, After Effects, Photoshop.

MS Office: Word, Excel, Powerpoint, Outlook, Access, OneNote.

Google Drive: Docs, Sheets, Forms, Slides.

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ANGELINE D'BALENTINE

Innovative, Creative Leader and Strategist. Team Captain Vibes!



PROFILE

A seasoned professional in producing, project management, creating, and developing cross-functional and interactive experiences in design, video, game, stage, and social nourishment. World traveled and culturally tuned. A mentor.

Known for:

- Leadership
- Candid Diplomacy
- Creative Innovator
- Not Missing a Thing
- The Dream Weaver

KEY Pillars

STRATEGY and EXECUTION

- **Consulted and executed 50+ projects since 2009** with budgets up to \$10 MM. Worked on projects, as an **executive** (strategy, business plans, pro forma, swots, R&D, development, RFP, S.O.W, etc), and at ground level (**project management**, tech implementations, editing, scripting, illustrating, designing, etc). Projects include technology, gamification, education (LMS), film, theater, music, and publishing.
- Providing **strategic vision** that supports all stakeholders and that encourages effectiveness, efficiency, and satisfaction while laying a roadmap to clarity in deliverables and defined timelines. Able to **assess and develop projects, products, pipelines, and people**.
- Project and Team Management (PTM) **certified**. And so, able to execute and maintain projects from discovery to launch. Able to create team and work on

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Amanda Solomon

Gaming and Esports Marketing Maven

CONTACT

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xxxxx@gmail.com
[Linkedin](#)

SELECT CAMPAIGNS

GUCCI

Talent Partnerships
Worked with Gucci to bring their Gucci Guilty fashion campaign to the video game space by creating exclusive and original content to Animal Crossing by building a Gucci Guilty interactive island. 4MM+ views, organic press coverage.

OnePlus

Brand Integration
Married PUBGM influencer content house and top phone manufacturer to create exclusive content, authentic relationships, and drive ROI in sales and tens of millions of views in 2-year partnership.

GGWP ACADEMY

Influencer Marketing Campaign
Brought diverse top talent to the forefront of an innovative education hub aimed at content creators.

PROFILE

Accomplished sales and partnership executive with proven track record in sales, business development, strategic development and partnerships since 2009. Specializing in Gaming and Esports, I've driven brand integration, influencer marketing campaigns, and talent partnerships with Epic Games, Netflix, and Gucci.

LEADERSHIP

- Eight years B2B sales experience in leadership roles; five years experience as founder/entrepreneur.
- Revitalized Tytus; in eight months, grew staff from 2-20; increased revenue from \$44,000 per month to \$170,000 per month, ensuring ongoing viability as talent management agency for gaming and esports talent. Focus on client-first approach.
- Led the development of \$1.86MM revenue-generating platform for SimplyNuc, a B2B gaming hardware company; **owned campaign strategy and execution of marketing, talent acquisition, budgeting**. Increased sales at Storematch by 500% in two quarters. Undertook market research and analysis to generate \$200K in sales, increasing profit margins and maintain market share at Bella Lusso Bags.
- Spearheaded Aftershock Media Group, leading team of talent managers, curating of talent acquisition efforts, overseeing client roster of 50+, directing campaign management and long term sponsorships. Secured \$2MM in revenue in Y1.
- Championed career growth for teams of 4-20 direct reports; fostering transparent communication, leading by example.

INDUSTRY AND AUDIENCE ENGAGEMENT

- Relationship-first engagement with future partners; opportunity-minded
- Identified and recruited talent; focused on influencers with high engagement as well as authentic follower count across multiple social platforms including Twitch, TikTok, Twitter, etc. Lead talent acquisition and contract negotiations for new content creators and brand ambassadors for Misfits Gaming, Florida Mayhem and Florida Mutineers.
- Developed partnerships with globally recognized brands for influencer marketing campaigns. Clients include: Netflix, Cartoon Network, Tencent, Epic Games, Bud Light, Gucci and Dollar Shave Club. Directed talent curation and sourcing; developed and executed product activation strategies for YouTube and streaming campaigns.
- Drove \$800K in brand and sponsorship deals for exclusive influencer talent; increase of 400% over previous quarter at a boutique gaming talent agency.

EDUCATION

Master of Studies in Law
Specialization - Entertainment Law
University of Southern California
2020-2022

Master of Business Admin
Specialization - Marketing
Chapman University
2015 - 2018

Bachelors
Specialization - Accounting
University of California Los Angeles
2014-2018

Bachelors of Science
Specialization - Marketing
UCSUN
2010-2014

BRAND AND STRATEGY DEVELOPMENT

- Built out sales, marketing and talent management strategies and processes, ensuring high caliber client and talent experience; driving project lifecycle development from initial consultation to project launch
- Oversaw all aspects of **channel sales and project management** including developing lead gen programs, calling on target accounts/clients, creating sales presentation materials, and successfully managing the sales process: pre-sales, contract negotiations, campaign management, long term sponsorships, up-selling talent on campaigns
- Worked with sales teams to execute six-figure brand deals, analyze ROI through social sentiment analytic tools. Maximized ROI of campaigns through continual analysis of performance, response-rates and results
- Managed 6 direct reports in new sales channel; increasing market penetration, generating higher revenue for partners; exceeded departmental sales quotas on regular basis at YouSeeU

SELECT EXPERIENCE

TytusTV

Chief Executive Officer | 2021 April - Present
Director of Sales and Influencer Marketing | 2020 August - 2021 April

- Developed partnerships for influencer marketing campaigns for Netflix, Cartoon Network, Tencent, Epic Games, Bud Light, Gucci, and Dollar Shave Club.
- Revitalized Tytus; in eight months, grew staff from 2-20; increased revenue by 350%. Focused on a client-first approach
- Directed talent curation and sourcing; developed and executed product activation strategies for YouTube and streaming campaigns

Aftershock Media Group

Co-owner and VP of Sales and Influencer Marketing | 2019 Jun - 2020 Sept
Spearheaded Aftershock Media Group, leading team of talent managers, curating of talent acquisition efforts, overseeing client roster of 50+, directing campaign management and long term sponsorships. Secured \$2MM in revenue in Y1.

Influencer Marketing & Talent Management

Co-Owner and Advisor | Amplified Influencer Management | 2021 Mar - present
Head of Influencer Marketing | Misfits Gaming Group | 2020 Nov - 2021 Mar
Head of Talent Management | Ader Esports Marketing Agency | 2019 Feb - Jun

Sales

Account Executive | Bongo | 2017 - 2019
VP, Sales and New Business Development | StoreMatch | 2017 Jan - Dec
E-Commerce and Marketing Consultant | A.S. Consulting | 2013 - 2017
Founder | Bella Lusso Bags | 2009 - 2017

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QA/Project Management

Quality Assurance professional with 9+ years' experience in full game life cycles. 5+ years in leadership roles in project management, QA. Empowering teams to communicate, collaborate, and create great games.

CONTACT

+1 (xxx) xxx-xxxx
 xxxxx@gmail.com
 Staten Island, NY
 linkedin.com/in/xxxxxx/

TOOLS AND SKILLS

JIRA | Confluence | TestRail
 Agile | Scrum
 Google Suite | MS Office
 Unity | Unreal Engine
 Jenkins | GitHub

Quality Assurance
 Live Operations
 Server Deployments
 Build Management
 Production Pipeline Management
 Platform Testing (PC, Mobile, Console)

KEY PILLARS

Quality Assurance Leadership

- **5+ years' experience as Quality Area owner** for projects on Console, PC, and Mobile, working closely with key stakeholders and development teams to deliver products on time.
 - Evaluated timelines and milestone deliveries, ensured testing was carried out for new features and content.
 - Identified gaps and bottlenecks that could prevent QA teams from achieving goals and milestones.
 - Assessed bug write-ups of any defects, design issues discovered.
 - Developed and implemented quality assurance methodologies to provide effective feedback to designers from internal and external testers.
- **At Wicked Realm Games, managed a team of four offsite QA contractors** (Philippines), collaborating with local team lead, managing testing schedules for up to five platforms on a weekly cadence, conducting one-on-one performance reviews.
- **Primary point of contact for concurrent client projects** at *Kognito*, directed QA contractor testing. Lead QA Analyst delivering support on 7 concurrent titles.
- Audited and streamlined onboarding materials at *Wicked Realm*, **mentoring and training new QA hires**. Identified and hired QA team members.

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Star Trek Timelines

LEAD QA TESTER

KOGNITO (2018 - 2022)
 60+ educational simulations

QA TESTER

ESRB (2013 - 2018)
 1000s of games submitted via the ESRB Submission Process

GAMES DESIGN & COMMUNITY MANAGEMENT

MUSE GAMES (2012 - 2013)
 Guns of Icarus Online

ACCREDITATIONS

PROGRAMMING FOUNDATIONS:
 SOFTWARE TESTING / QA

CERTIFIED SCRUMMASTER® (CSM®)

PROJECT MANAGEMENT FOUNDATIONS

Production Process

- Certified ScrumMaster, championed SCRUM and Agile methodologies. **Full product cycle development** from prototyping to LiveOps deployment for Facebook, PC, and mobile games.
- Participated, **led regular standup meetings for production planning** (content and QA planning); identifying critical issues, planning and delegating tasks.
- **Created and executed standard testing quality test plans and best practices** for each phase of *Wicked Realm Games'* feature and content production pipeline using TestRail.
- **Established QA best practices** at *Kognito* to integrate QA project planning into feature development, **QA no longer an afterthought in product development**.
- Managed and coordinated testing efforts on both LiveOps and Feature-related development, with internal and external QA teams using Jira.

Communication & Collaboration

- **Generated status-update reports and documented features, tool usage, and processes** associated with tasks tied to LiveOps maintenance and testing. Charts save brains from exploding: pie charts are dreamy.
- Managed LiveOps content catalog while coordinating with the Product team regarding weekly live content needs.
- Collaborated with internal and external teams and partners to coordinate testing/playtesting and to create testing automation tools for streamlining testing efforts.

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JASON WILSON

EDITOR & WRITER

Enthusiastic editor and wordsmith with over 23 years of experience editing and writing for print and online media, with an emphasis on copyediting, mentoring editors and writers, and developing content.

SELECT EXPERIENCE

COPY EDITOR/MANAGING EDITOR
GamesBeat | 2012–2021

GROUP MANAGING EDITOR
GamePro | 2010–2011

PROFESSIONAL PILLARS

EDITORIAL DIRECTION

- **Over 23 years' experience assigning and shepherding stories** from teams of editors, writers, freelancers, and designers; managing daily, weekly, and monthly production schedules; overseeing editorial calendars. **Managing a variety of deadlines for three magazines and one website** as the copy chief for a large publishing group.
- Weekly editing of over 30–40 articles from multiple writers; **an average of 1,800 articles edited annually for 20 years**. Editing on stories covering news, features, gaming, sports, and tech. Writing for three newsletters, including a daily newsletter that included encouraging and insightful industry content post-pandemic, resulting in higher open rates.
- **Aligning internal and external stakeholders** to single product vision to meet consumer and business expectations. Building consensus with leadership, editorial, and brand teams. **Creation and refinement of GamesBeat's current mission statement.**
- Proven results: **178 percent growth for pageviews and 182 percent growth for unique readers**, maintaining momentum with reduced resources.

CONTENT DEVELOPMENT

- Under my stewardship, **Techmeme ranked GamesBeat as a top publication for gaming business** and tech coverage, often ranking our writers as among the most important voices in the industry
- **Edited, fact-checked, and polished articles** submitted by staff and contributing writers, ensuring adherence to style, tone, and brand guidelines as well as grammar, punctuation, and clarity. **Created style guides and preserved brand voices** for multiple outlets.

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MANAGING EDITOR
Bitmob | 2008–2010

COPY DESK CHIEF
Ziff-Davis Media
Game Group | 2006–2009

SPORTS COPY EDITOR
Marin Independent Journal | 2004–2006

CONTACT

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- **Streamlined GamesBeat's review style guidelines** in collaboration with reviews editor; shifted from product-oriented to artistic criticism, resulting in increased traffic.
- **Assisted in directing event content** for multi-day GamesBeat conferences; identified themes, recruited guest speakers, and ensured content was covered for online distribution in written and video format; collaborated with video production team.
- **Researched and wrote** more than 200 articles, columns, interviews, and reviews annually.
- **Recruited and managed** years-long relationships with syndication partners, identifying content most suitable for our audience.

LEADERSHIP & COLLABORATION

- **Provided company-wide leadership, guidance, and kindness** during tumultuous periods to help staff manage day-to-day stress and worry.
- **Mentored staff and freelance writers and editors**, with many going on to full-time jobs at publications such as IGN and Game Informer.
- **Guided interns and new staff writers** in achieving our required style and tone for articles.
- **Managed advertising, marketing, and product relationships** on events and sponsorships to keep editorial's content independent.
- **Collaborated** with product lead to develop new analytics dashboard to reflect changes in coverage and measurement; created new content categories.

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Action Verbs

LEADERSHIP

Acquired | Coached | **Coordinated** | Delegated | **Executed** | Forged | Headed | Navigated | Operated | Organized | Oversaw | Partnered | **Planned** | Produced | **Programmed** | Secured

MANAGEMENT

Aligned | Authorized | Cultivated | Delegated | **Directed** | **Enabled** | Ensured | **Facilitated** | Fostered | Guided | Inspired | Mentored | Mobilized | Monitored | Motivated | Recruited | Scrutinized | Shaped | Supervised | Trained | Verified

[185 Action Verbs That'll Make Your Resume Shine](#)

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Where do I make a resume?

ONE PAGE per 8 years – no reason to go on and on and on and on
SPEAK TO PAIN!

Google Docs – my go to! Keep it nice and tidy.

[Etsy.com](#) has templates for \$2-25!

[Canva.com](#) for resume templates - free but can be fiddly

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Where do I make a resume?

DO NOT USE:

InDesign or Photoshop – these can cause Resume Software to reject applications
Special fonts. Stick to fonts such as Arial, Calibri, Cambria, Georgia, Impact, Tahoma or Trebuchet.
Small fonts No smaller than 9, no larger than 14 except your name.

NO TO INFO GRAPHIC - ROBOTS cannot read them

NO TO PERSONAL PHOTOS (in USA, UK, many EU countries) Legal Liability



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Compassionate draft

Be kind. Let go of judgement.

Trust your intuition about what to bold – hint, it is usually the pain of that role

Order things within the pillars by importance to the role, with your biggest wins first – kapow!

Beware the brain gremlins.



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PATH FORWARD



Know Thy Value

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Alignment in the Job Search



Urgency influences how we look at the world

Frantic search might be less choosy & can give off vibes of desperation

Relaxed search until you find a fit? You have financial means to support yourself and take the process slowly

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Alignment in the Job Search

Be Selective	Don't Apply For All The Jobs
Apply	Apply to Appropriate Roles with 50% criteria met!
Listen	Listen to Their Pain and Show How you Alleviate It
Be Consistent	Track Search Efforts & Be Consistent
Activate	Activate your Network! Warm intros go a long way! Barnraisers!

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The Negotiations Dance | AKA Salary Chicken



Recruiter

How much are you looking to get paid?

Wise You

I'm happy to discuss that when I know more about the role. Can you share the salary band with me?

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Ahhh! An Offer!

Don't leave money on the table.

- Can I renegotiate after I said my \$\$\$ expectations?
- Research market rate. Negotiate.

28% of candidates accept an offer then decline (better fit, opportunity, pay)

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Hey RECRUITERNAME!

I'm really excited about the offer and this project in particular, not to mention the chance to work for COMPANYNAME.

After interviewing with a few other companies in the area and getting a better sense of my value, I'm realizing my desired base salary would be XXXK. If the offer could be updated to match that (with the other benefits intact), I would be able to accept immediately.

I would be more than happy to hop on a phone call to talk it through if that would be helpful; I should be free most of the day today. Thank you again for this opportunity, and I look forward to hearing from you soon!

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Remember

Asking for help is something successful people do – it means you have an awareness of what you need to know.

You are on your own journey and that means your timeline, with your resources, your opportunities.

You don't have to “WIN” at life by any certain age!

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Resource Doc

- Where to find jobs
- Interview advice
- Salary & Negotiations
- Portfolio advice
- Where and how to network

[Bit.ly/JeanJobTips](https://bit.ly/JeanJobTips)

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Jean Leggett
Career Coach & former Game Dev CEO

Twitter @jeanleggett | @findcareerjoy |
Podcast | @G3RealTalk

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FindCareerJoy.com

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