

GDC

March 20-24, 2023
San Francisco, CA

Transitioning into Community Management: Transferable Skills to Build Your Portfolio

#GDC23



StoryTime

How I ended up with a portfolio

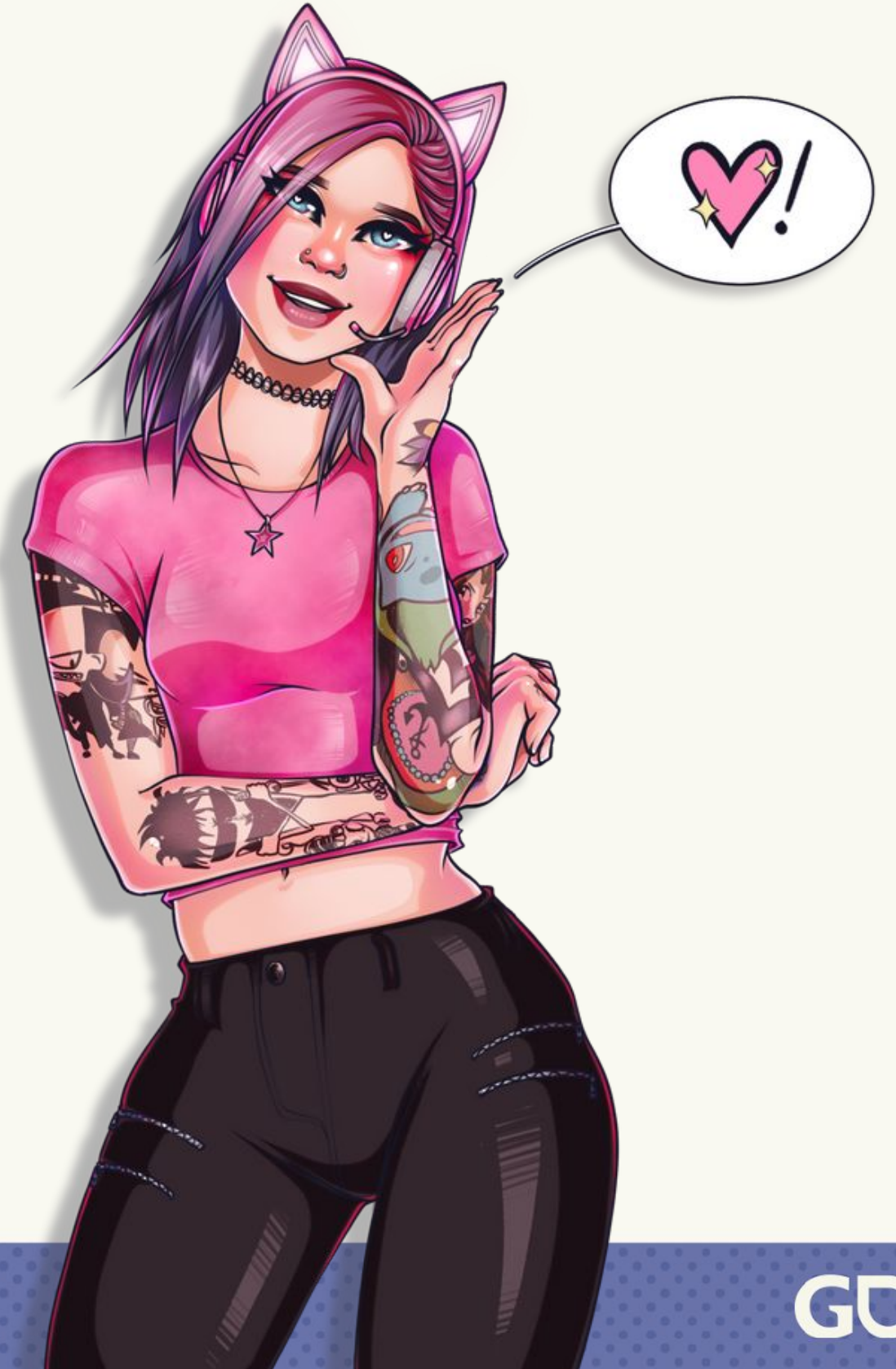
By Sam Gee



Hey, I'm Sam

Senior Community Manager at
Riyo Games

💖 Twitter: **@ISamOmega**



SMCMG Discord Community

**Social Media & Community
Managers in Gaming**

💖 Twitter: **@SMCMG_**






WARFRAME


SWORD COAST
LEGENDS

SURVIVED BY



Retail



Sales



Twitch



**BIG VIKING
GAMES**



RIYO



GDC

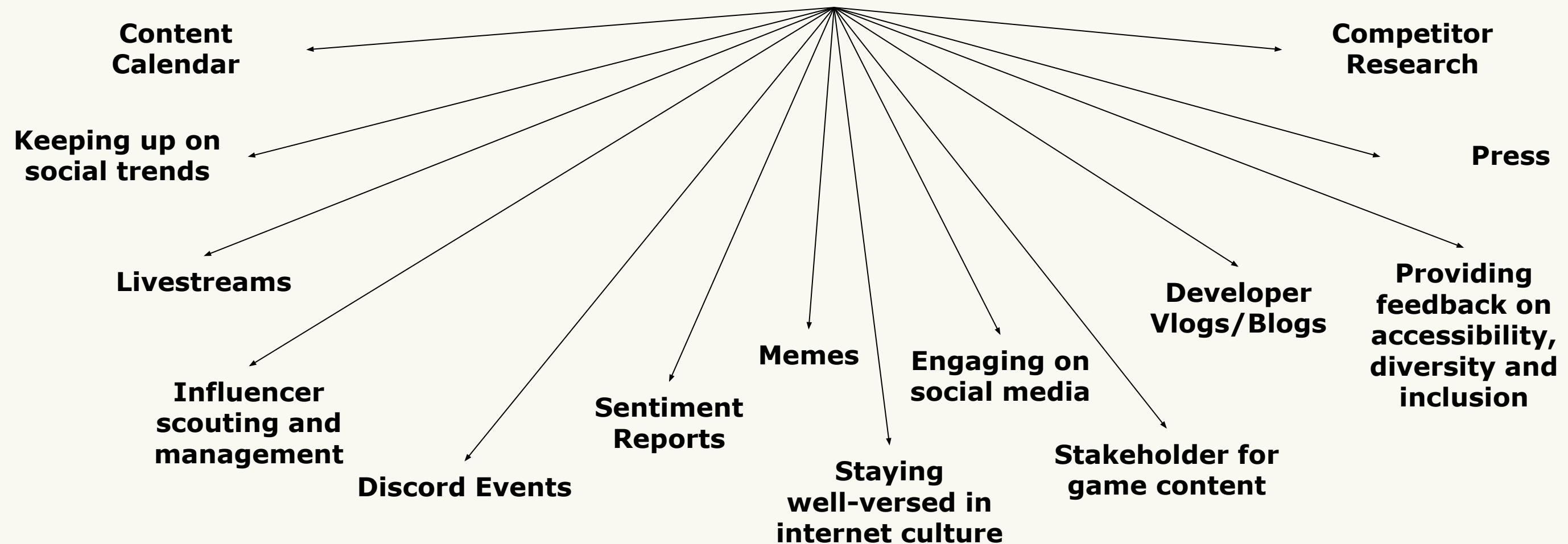
March 20-24, 2023
San Francisco, CA

WHAT EVEN **IS** A COMMUNITY MANAGER?

#GDC23



We Manage Communities



**Education That is ABSOLUTELY
Needed to Become a Community
Manager:**

... jk!

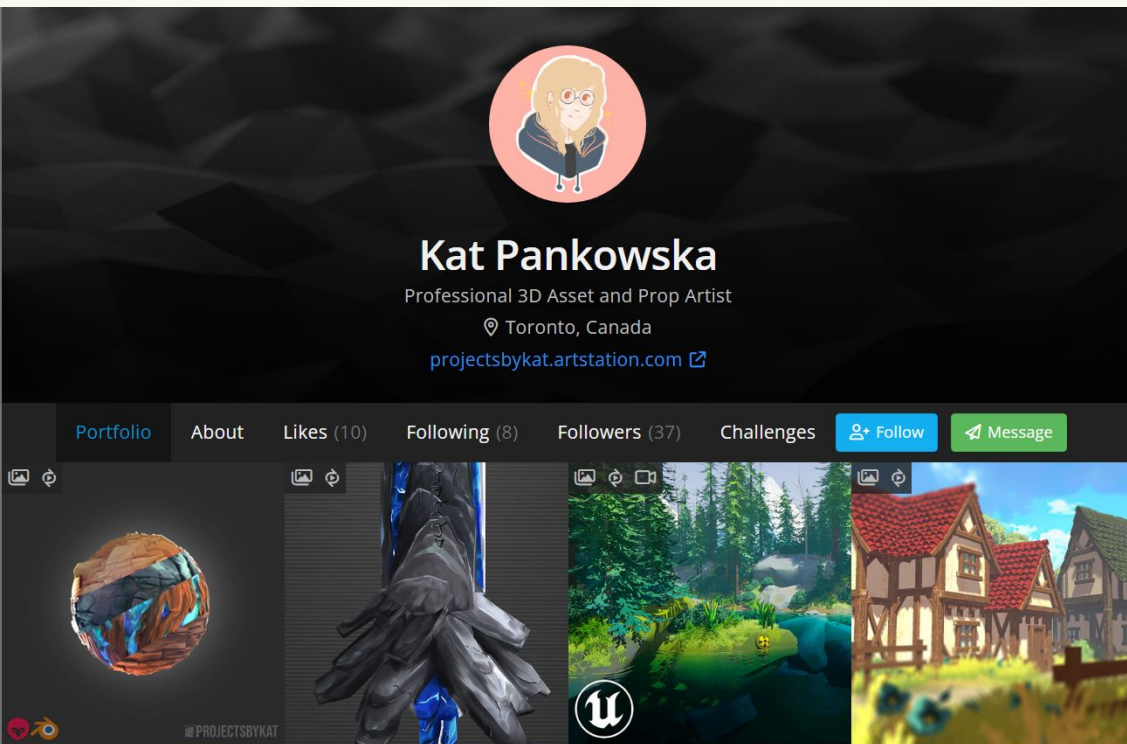
GDC

March 20-24, 2023
San Francisco, CA

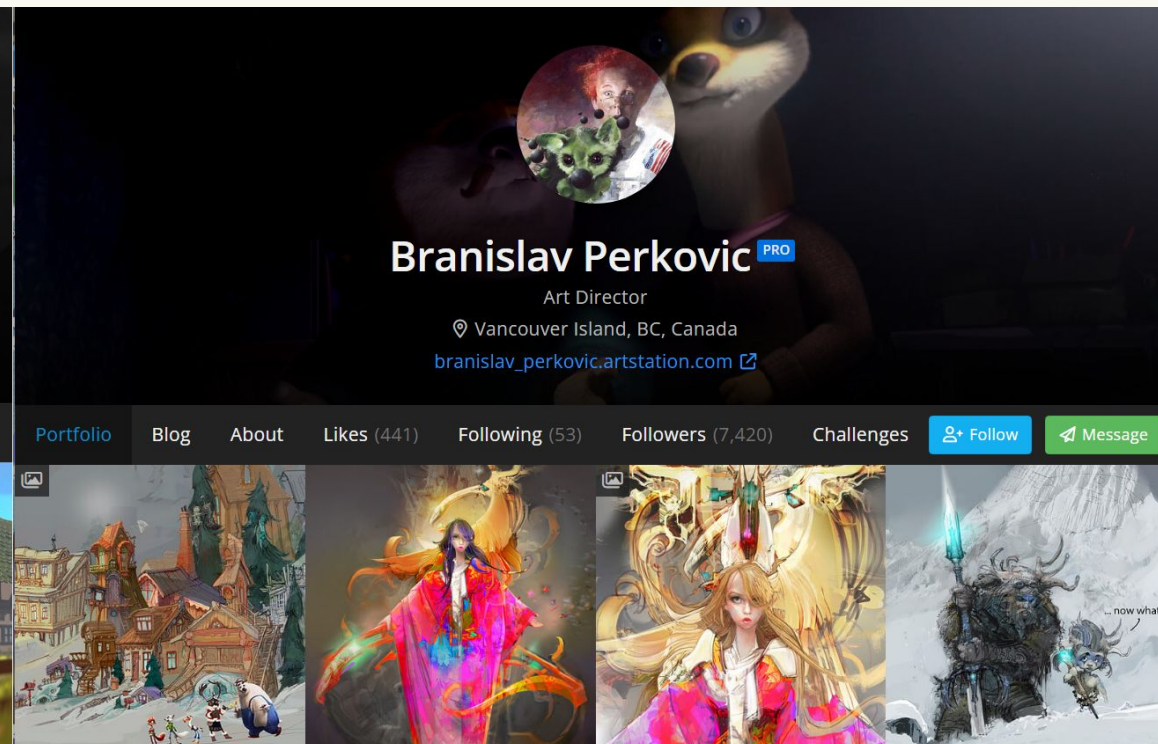
SO, WHY WOULD A COMMUNITY MANAGER NEED A PORTFOLIO?

#GDC23

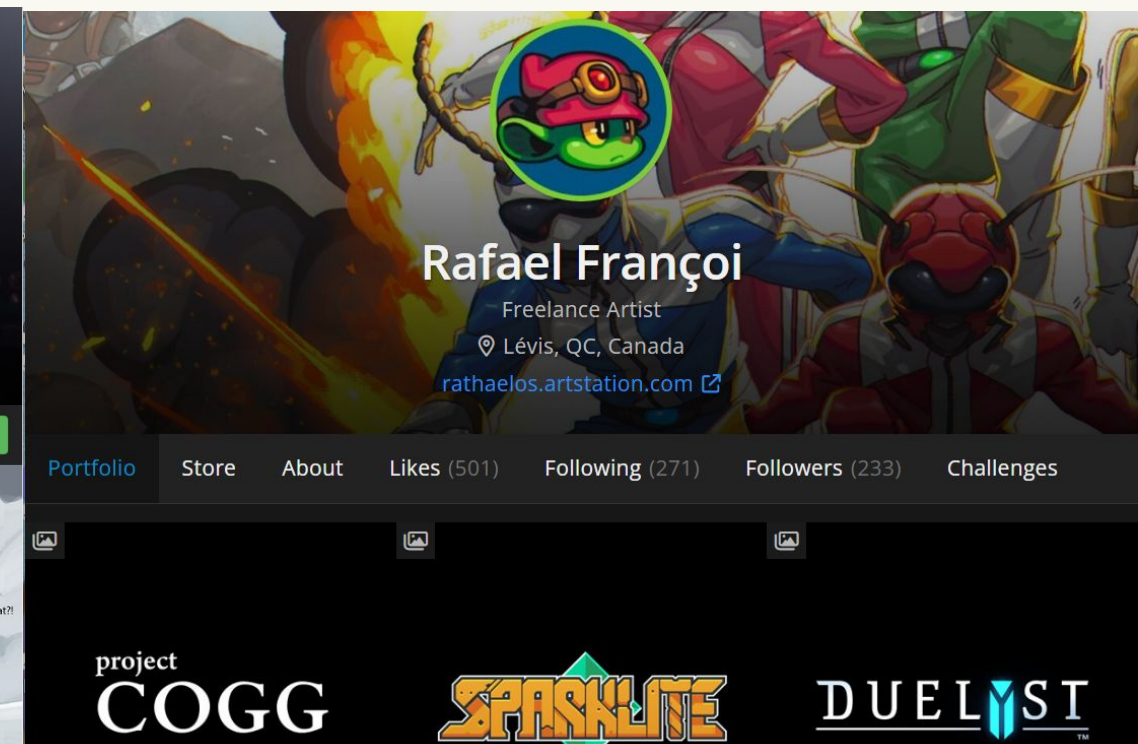
Portfolios in Other Disciplines



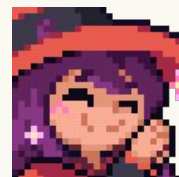
Source: projectsbykat.artstation.com



Source: branislav_perkovic.artstation.com



Source: rathaelos.artstation.com



(Plz go look at my amazingly talented coworkers at Riyo Games)

Why You Should Add a Portfolio to Your Arsenal

Application Process

- Less congestion on resume
- Optional, in-depth look at experience for recruiters and hiring managers

How You Add Value

- A visual representation of both the quantitative and qualitative value you bring to your work
- A nice lil personal reminder of the impact you make

Progress Timeline

- Like gym selfies but for your skills and experience
- A timeline of where you started in your career and how much you've learned in that time

GDC

March 20-24, 2023
San Francisco, CA

HOW TO BUILD A PORTFOLIO

#GDC23

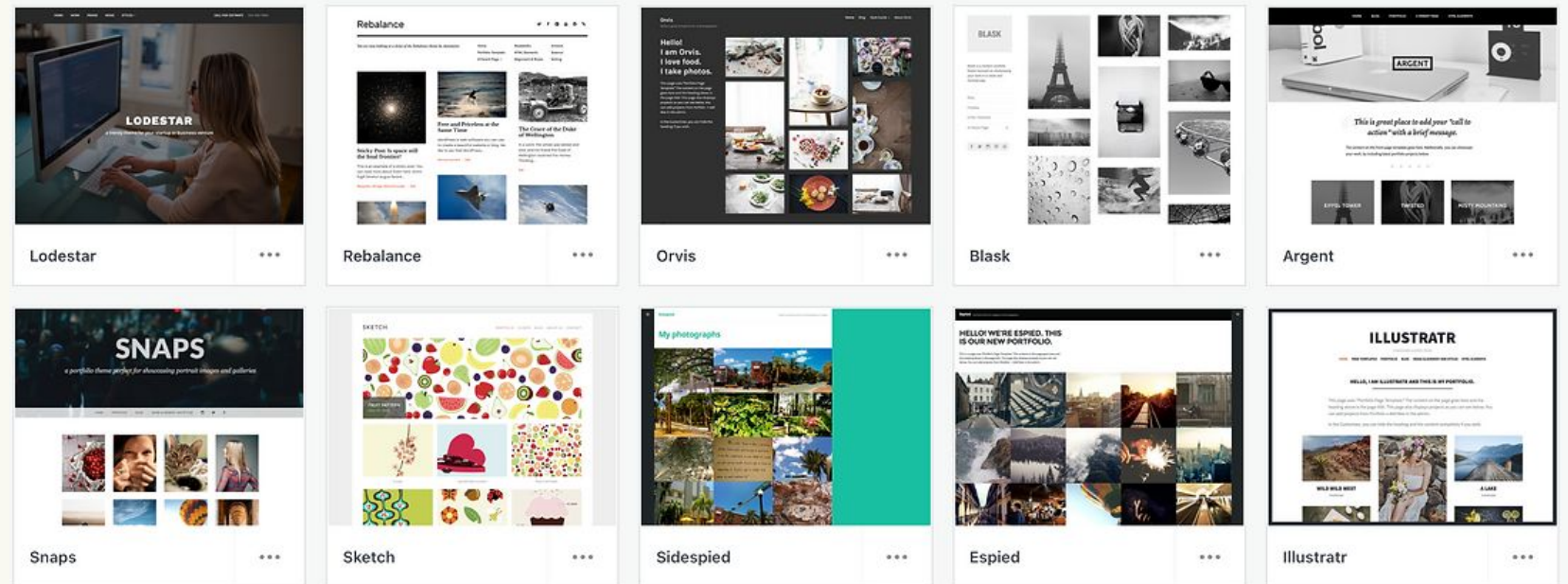


Where Can I Host My Portfolio?



WordPress

- Custom URL
- Access to plenty of free, professional looking themes



Where Can I Host My Portfolio?



- User friendly drag-and-drop
- Comprehensive and easy-to-read analytics



GDC

March 20-24, 2023
San Francisco, CA

WHAT TO ADD TO YOUR PORTFOLIO

#GDC23

**WANTING TO BUILD A PORTFOLIO BUT YOU
FORGET LITERALLY ANYTHING YOU'VE EVER DONE**





Hi, I'm Sam

Social Media Slayer,
Pun enthusiast,
Video game fanatic,
Fur baby mom & foster,
Geeky trinket collector.



Gaming Rig

AMD Ryzen 7 3800X 8-Core
TUF Gaming X570-Plus
NVIDIA GeForce GTX 970
NVIDIA GeForce GTX 1050
32GB RAM
1TB SSD

SCAAR Foster and Dog Mom

2020 - Present



My Setup

Nothing makes coming to
work more enjoyable than an
ergonomic and aesthetically
pleasing home office 💖



Proficient in
Social Media

Can think on
the fly

Patient in high
stress situations

Hi, I'm Sam

Social Media Slayer,
Pun enthusiast,
Video game fanatic,
Fur baby mom & foster,
Geeky trinket collector.

Introduction

Can easily empathizes with
Players

Lol idk, I just like
collecting statues

Gaming Rig

AMD Ryzen 7 3800X 8-Core
TUF Gaming X570-Plus
NVIDIA GeForce GTX 970
NVIDIA GeForce GTX 1050
32GB RAM
1TB SSD

Technical knowledge
and gamer

SCAAR Foster and
Dog Mom

2020 - Present

My Setup

Nothing makes coming to
work more enjoyable than an
ergonomic and aesthetically
pleasing home office 💖

GDC

March 20-24, 2023
San Francisco, CA

PROFESSIONAL EXPERIENCE

#GDC23

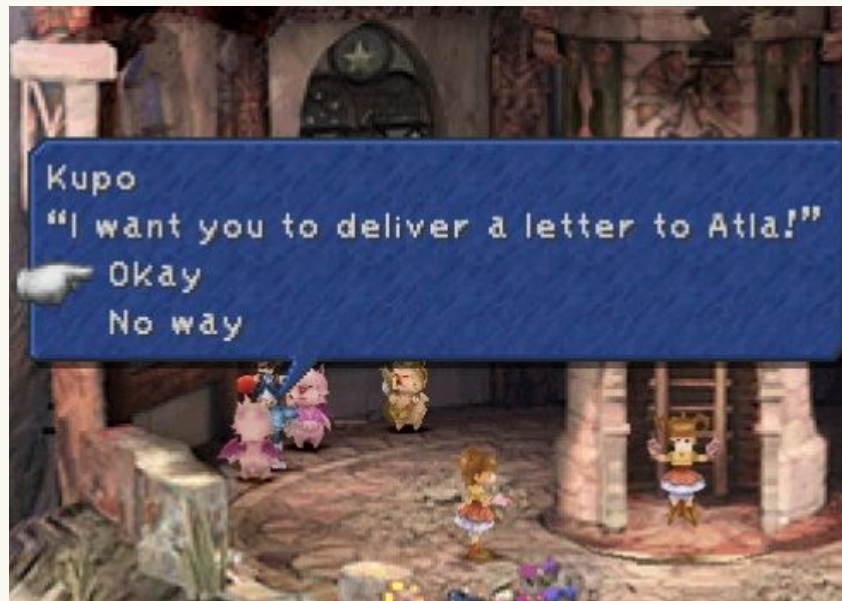
Professional Experience



Source: Tapper



- Customer Service XP
- Can multi-task in high-stress situations



Source: Final Fantasy 9



- Capable of delivering communication on a deadline

Sam Gee

Home Communities About Me Blog Contact

Threads of Time

SMCMG

Video Horror Society

YoWorld

SamiShake

**Individual sections for
each piece of
experience**



Page Structure



Headers/Branding



**Brief summary of your role at
this particular company**



Role responsibilities



Individual initiatives



Any additional relevent info



Initiative Structure

Title of initiative



Brief summary



What were your KPIs/goals



**Tasks involved with
execution**



Key learnings and takeaways



Other info you can add:

- **Managing social media channels**
- **Ways you've made an impact at your studio/workplace**
- **Promotional assets you've put together**
- **Challenges you've faced and how you overcame them**



GDC

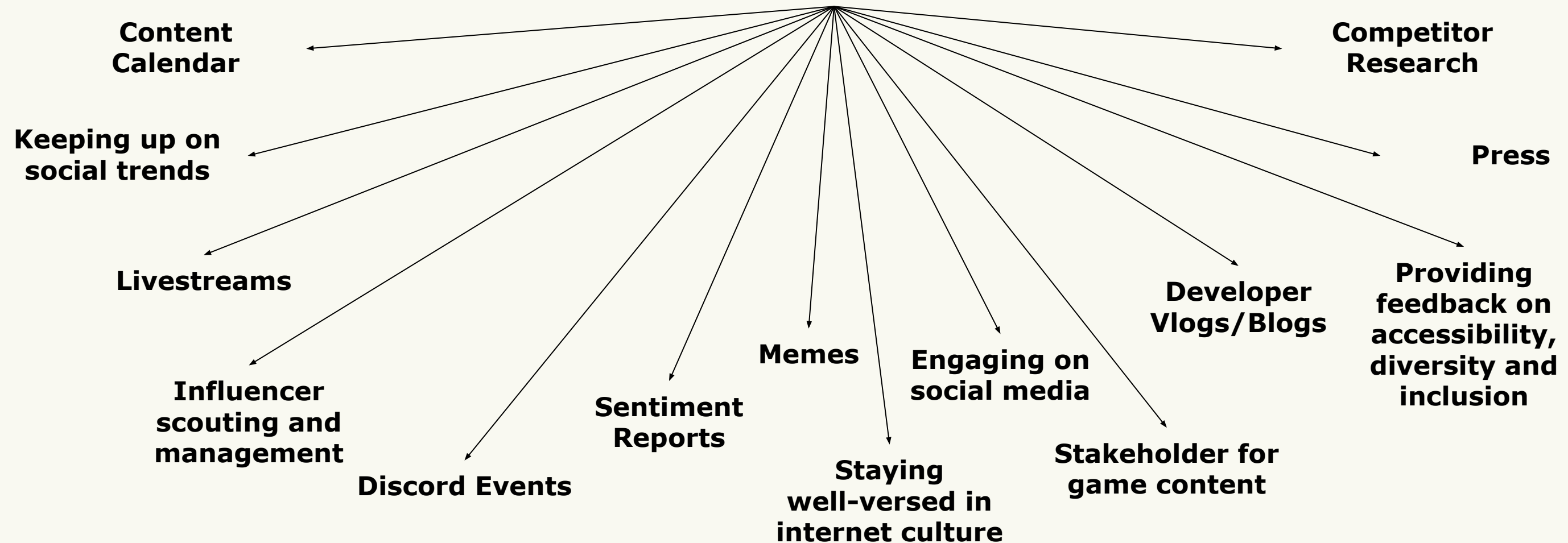
March 20-24, 2023
San Francisco, CA

“NON-PROFESSIONAL” EXPERIENCE

#GDC23



We Manage Communities



IMPORTANT SKILLS FOR COMMUNITY MANAGERS

COMMUNITY BUILDING

**Staying
well-versed in
internet culture**

Livestreams

**Influencer
scouting and
management**

Memes

Discord Events

COPYWRITING

Developer Blogs

Press

**Engaging on
social media**

Email Marketing

ANALYTICS & INSIGHTS

**Stakeholder for
game content**

**Providing feedback
on accessibility,
diversity and
inclusion**

**Competitor
Research**

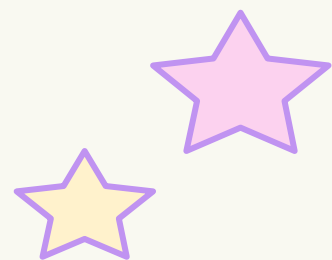
**Sentiment
Reports**

SOCIAL MEDIA

**Keeping up on
social trends**

**Content
Calendar**

Also memes

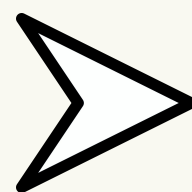


Video Content Creation

YouTube

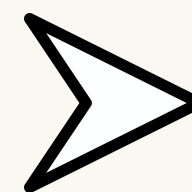
twitch

TikTok



Skills Attained

- Video Editing
- Broadcasting
- Production skills
- Community building, engagement, and retention
- Time management
- Promoting a brand (Yourself)
- Networking
- Multitasking



Where it comes in handy

- Developer Vlogs
- Livestream Events
- Social Media
- Discord



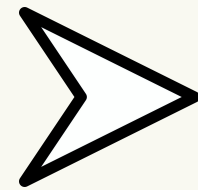
Personal Blog



●●● Medium

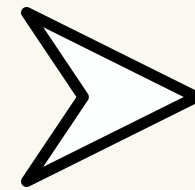


WIX



Skills Attained

- Copywriting proficiency
- Ability to research
- Ability to receive and implement feedback
- Ability to engage readers of a targeted audience
- Organization and structure
- Analytics
- An understanding of tone



Where it comes in handy

- Developer Blogs
- Social Media
- Discord
- Press
- Email Marketing



Managing a Discord or Reddit Community

DISCORD



Skills Attained

- Community building, engagement, and retention
- Problem solving
- Organization and structure
- Interpersonal skills
- Familiarity and proficiency with Discord and/or Reddit

Where it comes in handy

- Community building
- Community engagement
- Moderation

Managing a Social Media Channel

twitter
facebook
Instagram

Skills Attained

- Community building, engagement, and retention
- Social trends
- Content planning and scheduling
- Meme and GIF creation (yes, for real, this is also valuable)
- Understanding trends and internet culture
- Analytics and insights

Where it comes in handy

- Social Media
- Building a content plan
- Reading and understanding analytics

GDC

March 20-24, 2023
San Francisco, CA

ABOUT ME

#GDC23



Source: Anya from SpyXFamily



Brief Intro

About Sam G.

A gamer with a passion for community building and social media, with 7 years in the gaming industry. Professional experience and personal experience in:

Professional Experience

- Community Management experience at Riyo Games on [Threads of Time](#)
- Community Management experience at Hellbent Games on [Video Horror Society](#)
- Quality Assurance at Digital Extremes contributing to titles such as Warframe & Sword Coast Legends
- Community Management experience at Big Viking Games on [YoWorld](#)

Non-Professional Experience

- Community building and Content Creation on the [SamiShake Twitch](#) channel
- Co-creating [SMCMG](#), a community for Community Managers in the Game Industry

List games you're passionate about within the genres you have an interest in working with

Being a variety gamer gives me additional tools to advocate for almost any type of community. As such, I spend quite a bit of my time playing games!

Some favourites include (but aren't limited to):
Final Fantasy 7-X2, Detroit: Become Human, Persona 5, Stardew Valley, Boyfriend Dungeon, Dead by Daylight, and Life is Strange.

Top navigation flows

Entry page



About Sam G.

A gamer with a passion for community building and social media, with 7 years in the gaming industry. Professional experience and personal experience in:

- Community Management experience at Yo Games on [Threads of Time](#)
- Community Management experience at Hollbent Games on [Video Horror Society](#)
- Quality Assurance at Digital Chocolate on [Sword Coast Legends](#) such as Warframe & Sword Coast Legends
- Community Management experience at Big Viking Games on [YoWorld](#)
- Community building and Content Creation on the [SamiShake Twitch](#) channel
- Co-creating [SMCMG](#), a community for Community Managers in the Game Industry

Don't forget to hyperlink!

Being a variety gamer gives me additional tools to advocate for almost any type of community. As such, I spend quite a bit of my time playing games!

Some favourites include (but aren't limited to):

Final Fantasy 7-X2, Detroit: Become Human, Persona 5, Stardew Valley, Boyfriend Dungeon, Dead by Daylight, and Life is Strange.

Thanks for Listening!

Senior Community Manager at
Riyo Games

💖 Twitter: **@ISamOmega**

