

## Professional Summary

Specialist in Community Management and Content Marketing with 6+ years in content production and marketing, and 6+ years in Community Management with audiences of content creators, influencers, and creatives. Proficient in creating impactful programming and curating content to engage and activate communities. Well-versed in creating and growing community and social elements of a business, including audience building, social media strategy, content strategy, and ongoing story telling. Currently looking to channel an extensive knowledge of gaming and creative communities into a suitable role.

## Skills

- Community Creation and Strategy
- Content Creation, Strategy, and Marketing
- Live Video/Podcast Content Hosting
- Community Growth Reporting and Analytics
- Writing: Copy, Marketing, Social, Content
- Social Media Channel Strategy
- Discord Server/Bots Maintenance
- Strategic Marketing Coordinating and Execution

## Work History

### Community Manager - Podcast Editorial

05/2021 to Current

#### Spotify – Seattle (Remote), United States

- Pitched, planned, and built new Discord community to house thousands of podcast listeners and creators
- Created full content schedule and strategy for growing Spotify listenership and discovery
- Collaborated with high-profile podcast hosts to create unique and exclusive content
- Created and executed content and events to grow listenership on key shows by 1000+ listens a session
- Collaborated with social and marketing teams to ensure all content aligned with overarching initiatives
- Created and executed ongoing and evolving strategies to keep community members engaged in podcasts on Spotify
- Created reporting process and cadence to reflect and analyze content
- Generated 200k+ views on priority content through targeted posts
- Created and executed acquisition strategies for bringing new members into the community
- Worked individually with community "Stars" to create leaders within the community

### Community Manger | Artist Relations

02/2020 to 05/2021

#### Adobe Stock – Seattle, Washington

- Helmed creation of Adobe Stock Community of 5,000+ Stock artists on Discord
- Worked with adjacent content teams to schedule continual programming, curated content, and live events
- Created a "Featured Artists" program to feed high-quality educational content into the community organically
- Created a "Creative Challenge" program to educate users and generate hyper-relevant stock content based on user demands
- Worked with small team to select images, content, and updates to share on weekly live stream of 1000-2000 viewers
- Created weekly community analytics to report community engagement and goals across multiple teams
- Worked closely with individual contributors to ascertain needs of the community
- Responded to 50-100 individual user inquiries weekly
- Appeared live in both audio and video formats to create educational content for thousands of contributors

### Digital Content Marketing | Community Manager

03/2017 to 07/2019

#### GawkBox – Seattle, WA

- Produced written, video, audio (podcast), and interview content to regularly reflect product updates and educate a community of ~20k
- Self-started a blog, podcast, vlog, and newsletter to reach an audience of 500k+ on a weekly basis across multiple platforms
- Responsible for curation and sign-off of all social/community content
- Helmed social strategies to grow and engage social following from 0 - 12k over a year
- Created and maintained company Discord server, managed channels and implemented moderation bots to grow server to a size of 10,000 users
- Maintained community engagement by creating scheduled events and content
- Designed, planned and executed a user-generated content competition that generated 15 organic promotional videos, increased inbound signups by 15% during campaign
- Utilized Adobe Suite (Premiere, Photoshop) to create social content, vlogs, promotional videos/images, and blog content
- Personally managed high-value Gaming content creators to encourage product utilization through genuine relationships
- Managed internal communication between community and engineering teams, including product feedback
- Produced content schedules and deliverables for content productions, account management, and outreach concurrently
- Hosted annual TwitchCon sessions and party for 250+ streamers

## Education

**Bachelor of Science:** Advertising - 4.0

2015

**Northern Arizona University** - Flagstaff, AZ

**Bachelor of Arts:** Philosophy 3.8

2015

**Northern Arizona University** - Flagstaff, AZ