

Marketing & social media wiz with a proven track record of success with 10 shipped titles & work on 24 more. Years of experience growing communities around games with the passion to help inspired games find forever fans.

Work Experience

Embers Games – Social and Community Manager - *Freelance* August 2025 – Present

- Launched **Storebound**, leading influencer & socials campaigns to reach 150K Wishlists and 30K units sold.
- Managed **Murky Divers** community on Discord & Steam, responded to reviews, and relayed feedback.

Armor Games Studios– Social Media and Ad Campaign Manager - *Freelance* August 2025 – Present

- Brought **Armor Games** to shorts platforms earning 1.7 million views, 5K TikTok followers & 11.2K YT subs.
- Created Reddit ad campaigns for multiple titles bringing in 10K+ Wishlists for under \$3 per Wishlist.

Bag of Holding – Senior Marketing Manager January 2025 – July 2025

- Led all marketing efforts for **Wyld Land**, resulting in 3000 players in an MMO Beta Test (from 250 in Alpha).
- Created, grew, and managed social media presence from scratch, resulting in a Discord of 600+ members.

Future Friends Games – Social Media Manager - *Freelance* November 2024 – February 2025

- Ran TikTok campaign for **Cabin Factory**, resulting in 3.3 million views, 8,000+ followers, and 200K units sold.
- Created short-form videos for **Clone Drone in the Hyperdome**, **Mudbourne**, and **Castle V Castle**.

VoxRay Games – Social, Marketing, & Community Manager - *Freelance* January 2025 – February 2025

- Ran social media campaign resulting in 30,000+ Steam Wishlists additions for **Voxile**.
- Top Reddit post from social campaign hit #24 of all time on r/IndieGaming, resulting in 5,000+ Wishlists.

Midwest Games – Marketing Manager July 2024 – January 2025

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

StarVaders Studios – Marketing Manager January. 2024 – June 2024

- Led marketing campaign for **StarVaders** resulting in 25,000 Steam Wishlists and 40K units sold in first month.
- Ran a booth at PAX East 2024 and led an influencer campaign with a six-figure budget to promote **StarVaders**.

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

- Created and grew social platforms for Astra Logical's publishing efforts, **Snakebird Complete**, and **Star Stuff**.

NetherRealm Studios - Quality Assurance Analyst February 2022 – February 2023

- Provided QA and certification testing for **Mortal Kombat 1** and **Mortal Kombat Onslaught** (Mobile).

En House Studios – Solo Developer & Marketer Oct. 2017 – January 2022

- Solo marketed **GLITCHED** with 0 budget. 23,000+ Wishlists, \$70K on Kickstarter, and 4K Twitter followers.

Education

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

2012-2016