COMMUNITY & MARKETING MANAGER · LONDON, UK

Grace Sample

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Community and marketing manager with six years in games. I plan launches, run social channels and Discord servers, and work with developers to share their work honestly and with personality.

Experience

Community & Marketing Manager

Company One, London · Mar 2022 – Present

- Planned and ran the launch campaign for Game Title A, including the reveal trailer, store page and creator programme.
- Grew the official Discord from 4,000 to 38,000 members with a team of volunteer moderators.
- Writes a monthly player-feedback report that the design team uses to plan updates.

Community Executive

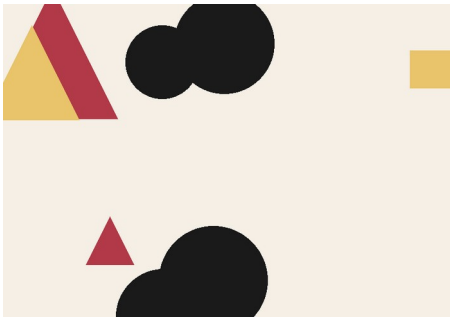
Company Two, Brighton · Jul 2019 – Feb 2022

- Ran daily social channels for two live mobile titles.
- Organised community tournaments and fan-art competitions.

Education

BA (Hons) English and Media, University of Example, 2019

"I build communities that feel looked after, and launches that people talk about for the right reasons."



Launch campaign moodboard I directed for Game Title A (illustrative)

Expertise

Marketing. launch and campaign planning, trailers and store pages, influencer and press outreach

Community. Discord, Reddit, Steam community, moderation, player feedback reports

Tools. Meta Business Suite, Sprout Social, Google Analytics, Canva, Premiere Pro, Notion

Also

Languages: English (native), Cornish (learner)

Host of a small games industry podcast (30 episodes)

Full right to work in the UK

EXAMPLE CV | Fictional person, studios and games | Free template from hardysearch.co.uk | Creative layout: also keep a plain version for online applications