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MIKE FATUM

Writer, Marketer, Community Manager, Director

PROFESSIONAL SUMMARY

Writer, Marketer, and Community Manager with extensive expertise in achieving KPIs, creating compelling content, and team management. Over 15 years of experience in directing social media strategies, hosting live streams, and producing high-quality marketing art. Proficient in Photoshop, Sprout, and After Effects, with a strong focus on brand identity and storytelling.

EMPLOYMENT HISTORY

SENIOR COMMUNITY MANAGER

Nov 2016 - Present

Cryptic Studios

In charge of directing and tracking social media and achieving KPIs for Neverwinter, Star Trek Online and Champions Online

- Host of weekly Twitch and FB Live stream
- Writer and editor of website content
- Coordinates with outside vendors to ensure IP usage is on brand
- Hosts panels and attends and organizes events related to brand
- Creates all non-key art Marketing Art for all three games

WRITER

Nov 2017 - Present

Cryptic Studios

Lead writer on the Serial Stories project, creating the first new story content in Champions Online in over two years

- Led story meetings to determine direction
- Outlined the story and mission design
- Wrote all dialogue

EDITOR

Nov 2012 - Jul 2016

GoPro

Video Editor in charge of global tradeshow video, producing packages and designing showfloor video layout for major shows like CES and NAB

- Before that, video editor in charge of GoPro's hunting and fishing video projects

EDITOR IN CHIEF

Aug 2009 - Sep 2016

The Ace of Geeks

Managed small (20+) team of writers, streamers and podcasters, producing high quality content on a daily basis

LIVECAM OPERATOR

Jun 2010 - Jun 2012

Gamespot

San Francisco

Interacted with fans in live coverage of the E3 convention floor

- Conducted interviews with developers
- Hosted gameplay previews

EDUCATION

BACHELORS

Sep 2003 - Jun 2007

University of San Francisco

San Francisco

Media Studies

SKILLS

Brand Identity, Storytelling, Art Creation, Video Production, Crisis Management, Microsoft Office, Sprout, Falcon, Photoshop, Premiere, After Effects.

LANGUAGES

English (*Native*), Spanish (*Proficient*), Japanese (*Novice*).

LINKS

Portfolio: mikefatum.com, LinkedIn: www.linkedin.com.