



MICHAEL ANDERSON

COMMUNITY ENGAGEMENT SPECIALIST

PROFILE

Innovative Gaming Community Coordinator with extensive experience in digital community management and player engagement strategies.

Demonstrates a keen ability to foster relationships within diverse gaming communities and enhance player experiences through proactive communication and support. Expertise in utilizing analytics to assess community health and drive improvements in user satisfaction. Adept at creating compelling content that resonates with players and promotes community interaction.

EXPERIENCE

COMMUNITY ENGAGEMENT SPECIALIST

Riot Games

2016 - Present

- Developed community engagement strategies that increased active users by 25%.
- Created and managed social media content across multiple platforms.
- Conducted surveys to gather player feedback and improve community offerings.
- Organized live-stream events and Q&A sessions with developers.
- Implemented a rewards program that incentivized community participation.
- Monitored community sentiment and provided insights to the development team.

JUNIOR COMMUNITY MANAGER

Square Enix

2014 - 2016

- Supported senior community managers in daily operations and engagement activities.
- Assisted in the creation of community guidelines to enhance player interactions.
- Engaged with players across forums and social media to resolve inquiries.
- Contributed to the development of community-focused marketing materials.
- Collaborated with design teams to create community contests and events.
- Analyzed engagement data to identify trends and opportunities for growth.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Digital Marketing
- Community Building
- Content Strategy
- Data Analytics
- Event Coordination
- Player Support

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING,
NEW YORK UNIVERSITY

ACHIEVEMENTS

- Achieved a 50% increase in community interactions through targeted campaigns.
- Recognized with the 'Rising Star Award' for outstanding community contributions.
- Successfully launched a player feedback initiative that led to significant game improvements.