

*Creative and innovative professional with extensive experience in building online communities and increasing customer engagement metrics to build organization's social media presence and accelerate brand awareness.*

Passionate about creating innovative brand identities and producing brand-consistent, engaging, and original digital experiences. Capable of collaborating with Influencers, Content Creators, and Editorial & Community Management teams to support community efforts and build localized community plans. Skilled in planning and producing effective social campaigns across a broad range of social media channels. Adept at conducting research on latest market trends, brand audiences, competitors, and consumer journeys to drive engagements and conversions. Articulate communicator with strong creative thinking and interpersonal skills. Knowledgeable of community best practices, communication strategies, content creation, and PR.

## Areas of Expertise

- Community Management
- Audience Engagement
- Social Media Management
- Consumer Trends
- Content Creation
- Campaign Management
- E-Commerce
- Influencer Management
- Communications Management

## Career Experience

**Bad Robot Games** – Los Angeles, CA

2022 – 2023

### Senior Social & Community Manager

Devised and implemented social media and communication campaigns to align with marketing strategies. Provided comprehensive support to game developers with managing closed playtest sessions.

#### Key Contributions:

- Created engaging, high-quality, and original social media content for studio social presence.
- Trained, mentored, and guided one direct report focusing on accelerating learning curve.
- Planned and developed robust community plans for upcoming unannounced game titles.
- Collaborated with development team to gain in-depth understanding of games in development, generate new ideas, and leverage better and more unique ways to build and grow community.

**Skybound Entertainment** – Los Angeles, CA

2021 – 2022

### Senior Manager, Social & Community

Oversaw all aspects of brand's online community, serving as lead point of contact within social media community to engage and provide support to all community members.

#### Key Contributions:

- Led cross-functional team of four members to support video game, tabletop, editorial, and movie trivia branches of Skybound.
- Served as publisher for Striking Distance Studio's "The Callisto Protocol" focused on building community of followers and increasing engagement.

# Javier Adan Rico

**Bandai Namco Entertainment America** – Santa Clara, CA

**2019 – 2021**

## **Social Marketing & Community Lead**

Adopted new interview techniques, developed strong onboarding process, and created learning and growth opportunities for junior and mid-level professionals. Produced live stream programming and content creator programs aimed at boosting community engagement.

### **Key Contributions:**

- Built and directed top-performing team of seven community managers from ground up, in charge of 40+ social channels and their communities.

**Blizzard Entertainment** – Irvine, CA

**2017 – 2019**

## **Community Development Manager, LATAM Publishing**

Interacted with community members and customers in professional, personable, and timely manner to grow and keep community alive.

### **Key Contributions:**

- Provided strategic direction and leadership to LATAM community team.
- Propelled brand's image through consistent PR and Social Media strategy, as Communication Manager.

**Kingston Tech/HyperX** – Fountain Valley, CA

**2010 – 2017**

## **Social Community & Influencer Manager**

Performed end-to-end management of Kingston and HyperX Latin America social media channels and community. Utilized various social listening tools to identify and build understanding of clients' target audiences and trends.

### **Key Contributions:**

- Augmented brand outreach and grew fanbase by producing engaging content and videos, as well as hiring sponsored esports teams and content creators to promote products.

## **Additional Experience**

**Web Designer** | SMITH & NOBLE, INC.

**Web Project Manager** | BECKMAN COULTER

## **Education**

**Associate of Arts, Media Arts** | Irvine Community College, CA

## **Technical Proficiencies**

Sprinklr | Sprout | Hootsuite | Netbase | Spiketrap | Adobe Photoshop | Discord | Wrike | JIRA | Confluence | Airtable | MS Office | Monday | Live Stream Production: OBS, Restream, Programming & ROS

## **Languages**

Spanish (Fluent) | Brazil Portuguese (Conversational) | Japanese (Basics)