

Javier Adan Rico

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QUALIFICATIONS SUMMARY

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.

CORE COMPETENCIES

- | | | |
|---------------------------------|-----------------------|-----------------------------|
| ▪ Community & Social Management | ▪ Consumer Trends | ▪ E-Commerce |
| ▪ Audience Engagement | ▪ Content Creation | ▪ Influencer Management |
| ▪ People Management | ▪ Campaign Management | ▪ Communications Management |

SKILLS & PROFICIENCIES

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

PROFESSIONAL EXPERIENCE

KANAREY PRODUCTIONS, Los Angeles, CA

May 2024 – June 2024

Senior Community Manager (Contract)

- Build community and influencer strategy for the next DLC update of MEGATON MUSASHI W: WIRED.
- Research and discover influencers to sponsor and live-stream the game
- Lead communication, contract/price negotiation, and execution of influencer work for the game
- Recommend SOP and lead the creation of new structure within KANAREY working with Brand and Finance leads

Hinterland Studio, Vancouver, Canada

August 2023 – April 2024

Community Director (Layoff)

- Leading and managing all external communications via our social and community platforms.
- Building strategy, policy documents, standard operating procedures, and planning for future growth of the team.

Key Contributions:

- Streamlining priorities of our social and community efforts.
- Executing all external comms to social and community platforms.

Bad Robot Games, Los Angeles, CA

June 2022 – March 2023

Senior Social & Community Manager (Project Cancellation/Layoff)

- 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 the 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

June 2021 – May 2022

Senior Manager, Social & Community (Recruited to Bad Robot)

- 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.

Bandai Namco Entertainment America, Santa Clara, CA

March 2019 – May 2021

Social Marketing & Community Lead (Company Relocated – Voluntary Layoff)

- 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

July 2017 – February 2019

Community Development Manager, LATAM Publishing (Layoff)

- Interacted with community members and customers in a 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

December 2010 – Mar 2017

Social Community & Influencer Manager (Recruited to Blizzard)

- 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

SMITH & NOBLE, INC. | Web Designer

December 2008 – December 2010

BECKMAN COULTER | Web Project Manager

October 2006 – May 2008

EDUCATION

Irvine Community College, Irvine, CA

- Associate of Arts, Media Arts

SPOKEN LANGUAGES

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