

# Josh “Khasino” Gold

Content Creator | Game Design Consultant | with a successful track record of building a brand from scratch

## EXPERIENCE

**Khasino** *Content Creator and Game Design Consultant* February 2016 – PRESENT

- Establishing and monitoring key measures of success such as reach, engagement and click-through rates
- Experimenting on emerging trends and algorithm changes on platforms to utilize features for maximum impact on audience retention
- Developing collaborations with brands and creators to expand the brand's reach with focus on content that aligns with both parties' audiences and values
- Fostering a sense of community and building a loyal fan base by encouraging discussions and meaningful engagement
- Implementing effective fan acquisition strategies and executing retention strategies to keep them engaged over the long term
- Facilitating communication and interaction among players through social media, forums, and other platforms
- Actively gathering player feedback to suggest improvements to the game and future marketing strategies
- Demonstrating constant responsiveness to the community's needs and preferences
- Developing and implementing successful content strategies that aligns with the brand's voice and resonates with the target audience
- Planning and executing successful campaigns around game launches, updates or milestones
- Delivering reliable and anticipated content to keep the audience engaged
- Creating educational content that provides value to the audience
- Developing a unique and consistent corporate design to reinforce brand identity and awareness
- Upholding ethical and legal standards in regards to partnerships, disclosure practices, transparency and contracts
- Allocating resources effectively, including budget and personnel, to maximize the projects impact and reach
- Achieving substantial positive return on investment for paid advertising efforts

### Twitch&Youtube Partner:

- Full Video Production: copywriting, technical setup, editing, on-screen talent
- Live streaming with up to 2,000 concurrent viewers
- Charity streams raising thousands of dollars
- Exceeding the viewership of concurrent live events for popular game franchises

### Discord Partner:

- Running a game community server more than twice as active as official one
- Managing 30+ volunteer moderators
- Promoting and helping 10,000+ players start playing during beta period
- Creating highly anticipated infographics and promotional materials

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## **Selective Healthcare 2-15 Health & Life Agent** March 2015 - February 2016

- Contract transactions for Health Insurance, Life Insurance, fixed-dollar and variable annuity

## **EtourandTravel, Inc. Sales Representative** February 2011 - February 2015

- Direct sales of vacation packages
- Top producer & closer

## **EDUCATION**

### **University of Central Florida**

Bachelor of Business Administration - *Marketing/Marketing Management, General*

### **Broward College, Florida**

Associate of Arts - *Graphic Design*

## **Digital Art Portfolio:**

<https://khasino.cc/>

