

KYLA DRISCOLL

VIDEO GAME MARKETING MANAGER

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PROFESSIONAL EXPERIENCE

WPI Student Activities Office - Late Night Programming Assistant **Sep. 2024 - Present**

- Planned Late-Night events in conjunction with WPI Clubs and outside vendors
- Budgeted Late-Night events, including materials and vendors
- Assisted with community walk-in and telephone questions
- Assisted campus club representatives with questions and concerns

WPI Housing and Residential Experience Center - Office Assistant **Sep. 2021 - Present**

- Printed student and faculty identification cards
- Assisted community members with walk-in and telephone questions
- Troubleshoot residence hall issues, and elevated the issue when necessary to supervisors
- Organized student key-tracking forms/spreadsheets

FIRST Robotics - Mentor, FRC Judge, FLL Judge **Sep. 2018 - Present**

- Mentors FIRST LEGO League (FLL) and FIRST Robotics Competition (FRC) students, teaching teamwork, communication, gracious professionalism, and problem-solving skills
- Judged at 5 FLL Qualifying events, providing constructive criticism to students
- Judged at FIRST Robotics Competition Event, providing constructive criticism to teams regarding their core values and community involvement
- Promoted fundraisers, community events, and competitions of the mentored teams

EDUCATION

Interactive Media and Game Design Bachelor of Arts **Aug. 2021 - May 2025**

- Worcester Polytechnic Institute
- Proficient in worldbuilding, narrative design, cozy games critic

PROJECTS

Major Qualifying Project (MQP), Echoes of the Salt Flats **Sep. 2024 - Present**

- Created a Table Top Role Playing Game (Echoes of the Salt Flats) within a team of 2
- Evaluated how worldbuilding lends itself to TTRPG's
- Marketed and promoted the TTRPG

Studio Berto - Project Boca Marketing Manager **Jan. 2025 - Present**

- Promoted Studio Berto's playtesting and showcases on Instagram, TikTok, Bluesky, and X to create an engaging community for the game's release.
- Created merchandise for game team and giveaways.

And the World Went Dark - Marketing Manager **Jan. 2025 - March 2025**

- Promoted And the World Went Dark, a digital game, to create an engaging community and foster excitement for the game's release. Created a marketing schedule, post templates, steam page, and discord community.

Interactive Qualifying Project (IQP), Acadia Dark Sky **Summer 2023**

- Assessed the feasibility of Acadia National Park becoming an International Dark Sky Park
- Measured and categorized every outdoor lighting fixture in the park during the day and night
- Provided suggestions to Acadia National Park to reduce light pollution
- Promoted the project throughout the park and surrounding towns
- Presented findings to the National Park Service