Who am I?

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MASSIVE
MASSIVE ENTERTAINMENT | A **UBISOFT** STUDIO

UBISOFT TORONTO

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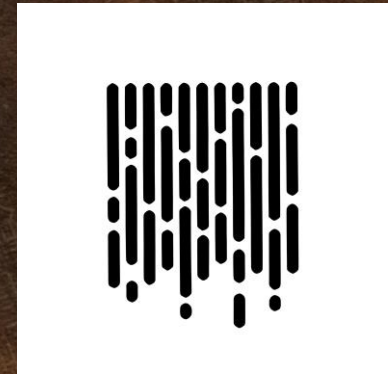
AVATAR : FRONTIERS OF PANDORA

Department	Specialization / Discipline	Sub-Specialization	Description
Game Design			
	Level Design		
		Level Designer (Single-player Focus)	Create engaging level layouts and game spaces that encourage compelling gameplay and help drive narrative progression.
		Level Designer (Multi-player Focus)	Create dynamic and balanced level layouts that facilitate strategic gameplay. Confined maps and Large play spaces each require different level layout design philosphies.
		Content / World Designer	Design immersive and cohesive player experiences by setting up narrative/gameplay driven content. Level layouts, environmental story-telling, and interactivity are all considerations when building and crafting content.
		Encounter Designer	Level Designer with a focus on combat spaces. Designs level layouts with considerations for AI Placement, AI Behaviors, AI Abilities, Player Abilities, Narrative Context, etc.
		Campaign Director	Oversees the overaching narrative and progression of the player experience to ensure content is cohesive. Content being: overall storyline, character arcs, mission structures, player engagement, pacing, emotional impact.
	Technical Game Design		
		Technical Game Designer (Tools-Focus)	More Engineering Focused - Debug Tools, Development Pipeline Support, Engine Tools
		Technical Game Designer (Design-Focus)	Player Mechanics, Game Modes, Items, Interactable, Weapons, Abilities, Debug Tools, Interdepartmental Pipelines
	Combat Design		
		Combat Designer (Player)	Specializes in the core design of gameplay related to the player character. This includes: abilities, mechanics, traversal, weapons, etc.
		Combat Designer (AI)	Specializes in the core design of AI behaviors, AI skills & abilities, and systematic actions & reaction based on the state of combat.
		Combat Designer (Abilities/Mechanics)	Specializes in creating several abilities & mechanics for core gameplay AND/OR abilities & mechanics tied to player progression (upgrades, skill trees, crafting, etc.)
		Combat Designer (Bosses)	Specializes in creating boss fights by implementing more in-depth and intricate AI behaviors and AI abilities to challenge the knowledge, skills, and reflexes of the player.
		Combat Designer (Vehicles)	Specializes in creating dynamic and seamless vehicle combat gameplay. This includes fine-tuned and engaging vehcile controls, implementation of various vehicle types, and considerations for vehicle phsyics, weapon systems, interactions with the game environment, etc.
		Technical Combat Designer	Specializes not only in designing combat, but also heavily in the technical implementation of multiple combat systems (abilities, mechanics, systems, AI, systemics, weapons, movesets, interactivity, etc.). Works closely with programmers and other departments create highly complex and optimized combat.
	Systems Design		
		Systems Designer (Progression/Reward Systems)	Specializes in implementation of progression systems and rewards for the player by creating satisfying progression arcs, compelling upgrades, and meaningful rewards that alter gameplay or character aesthetics.
		Systems Designer (Economy Design)	Specializes in creating, analyzing & balancing the in-game economy (battle passes, virtual currency, loot boxes, items, etc.). Validate through simulation models, research on similar titles + genres, understand the short-&-long term effects of the balancing for the game economy, and will collaborate with system designers to create player satisfying & ecnomonically sustainable features. Must konw the relationship between the economy + the progression systems.
		Systems Designer (Social Systems)	Specializes in Guild Design, Player-To-Player Economy & Trading, Chat/Party Invite Design, Player Gifting, Friendship Systems
		Systems Designer (Ambient Design)	Specializes in Ambient AI Behavior such as NPCs and Wildlife.
		Technical Systems Designer (Re-occurring Systemics)	Specializes not only in systems design, but also heavily in the technical implementation of core game systemics that the player will interact with throughout the entire game.
	UI/UX Design		
		UI/UX Designer	Design and implement visually appealing user interfaces backed by initutive user navigation. Utilizes robust and digestible *information architecture to ensure player can seamlessly navigate to relevant info. *Information architecture: layout of information on the screen.
		UX Research	Playtesting, Ideation, Pre-Production Research
	Narrative Design		
		Narrative Director	Leads the narrative department, overseeing all storytelling aspects of the game, including story direction, tone, and consistency.
		Lead Narrative Designer/ Lead Writier	Manages a team of writers and narrative designers, responsible for major story decisions and narrative design.
		Senior Narrative Designer/ Senior Writer	Crafts significant portions of the game's story, characters, and dialogue; mentors junior writers.
		Narrative Designer/ Writer	Develops storylines, writes dialogue, and designs narrative elements of the game
		Interactive Storyteller	Specializes in creating interactive narrative elements, focusing on player choices and branching storylines.
		Junior Narrative Designer / Junior Writer	Assists in writing and narrative design tasks, often under the guidance of more senior writers
		Editor	Reviews and edits narrative content for clarity, consistency, and quality.
		World Builder / Lore Specialist	Focuses on creating and maintaining the lore and world-building aspects of the game universe.
		Narrative Researcher	Conducts research to inform and authenticate the narrative, including historical, cultural, and thematic research.
		Transmedia Storyteller (if not aligned with Marketing)	Develops narrative content that extends beyond the game into other media, like comics, novels, or web content.
		Voice Over (VO) Actor	Performs character dialogue and narration, bringing the game's characters and story to life through voice.
		Technical Narrative Writer	Internal Documents, Pipelines, Workflows, Best Practices

Art			
	Environment Art		
		Environment Artist (Foliage & Vegetation)	Specializes in creating lush and immersive foliage & vegeation that maintains visual fidelity up close and from a distance.
		Environment Artist (World & Terrain)	Specializes shaping the overall look and feel of the in-game environments. They shape the terrain layout of the game by terra-forming mountains, valleys, rivers, ravines, plains, deserts, etc.
		Environment Artist (Structures/Buildings)	Specializes in creating modular and unique structures buildings, items, and objects that will populate the game world.
		Outsourcing Manager (Environment Artist)	Oversees the external collaboration with art studios and freelancers as well as manage the outsourcing piepline while establishing clear guidelines to maintain a consistent artistic vision.
	Texture Artist		
		Texture Artist (Realism-Focus)	
		Texture Artist (Stylized-Focus)	
	Technical Artist (Tech Art)		
		Technical Artist (Shader/Material Artist)	
		Technical Artist (Lighting Pipeline)	
		Technical Artist (Animation Rigger)	
		Technical Art Director	
	Concept/Storyboard Art		
		Concept Artist	
		Storyboard Artist	
	Visual Effects (VFX)		
		Visual Effects (Single-Player Focus)	
		Visual Effects (Multiplayer-Player Focus)	
		Visual Effects (Cinematics)	
	3D Modeler		
		Props Artist	
		3D Modeler (Hard-Surface)	
		Character Modeler	
	Character Artist		
		Character Art Director	Leads the character art department, setting the vision and artistic direction for character design in the game.
		Lead Character Artist	Manages a team of character artists, oversees character creation, and ensures consistency and quality across all character designs.
		Principal Character Artist	A senior-level artist with exceptional mastery of character design, often responsible for the most complex and high-profile character creations setting the quality bar.
		Senior Character Artist	Designs and models characters, working under the guidance of senior artists.
		Character Artist (Animal Focus)	Designs and models animal characters, working under the guidance of senior artists.
		Character Artist (Creature Focus)	Designs and models creature characters, working under the guidance of senior artists.
		Character Artist (Humanoid Focus)	Designs and models Humaniod characters, working under the guidance of senior artists.
		Outsourcing Manager (Character Artist)	Manages external artists or vendors responsible for creating character art according to the studio's specifications.
		Character Concept Artist	Develops initial concepts and detailed designs for characters.
		Associate / Junior Character Artist	Assists with character design and modeling tasks.
	Lighting Artist		
	UI Artist		Visual creation for Frontend Interfaces. Visual communication + hierarchy, interaction graphics, icons / buttons / widgets, etc. Mockups, animations, create & implement game assets, & must maintain the style of the game across their work. Will work with Art, Design, Engineering teams.

Production			
	Producer		
		Executive Producer	Oversees the entire production of the game, sets the vision, and ensures the project aligns with business goals.
		Lead Producer	Focuses on leading the production of a specific game or a major aspect of a game. This role involves hands-on management of the production process, coordinating teams, and ensuring project milestones are met.
		Senior Producer	Manages multiple aspects of game production, often overseeing several projects or major components of a large-scale game. This role involves strategic decision-making and high-level project management.
		Producer (Audio-Department Focus)	
		Producer (Animation-Department Focus)	
		Producer (Cinematics-Department Focus)	
		Producer (Combat-Department Focus)	
		Producer (Content-Department Focus)	
		Producer (Design-Department Focus)	
		Producer (Dev Ops-Department Focus)	**Handles day-to-day management of specific aspects of the game's production, such as a particular game feature or content area.**
		Producer (Engineer-Department Focus)	
		Producer (Environment-Department Focus)	
		Producer (Live Ops-Department Focus)	
		Producer (Lighting-Department Focus)	
		Producer (Mocap-Department Focus)	
		Producer (Narrative-Department Focus)	
		Producer (Rigging-Department Focus)	
		Publishing Producer	Partners with the Publisher & Studio development teams - is the glue between both groups & must have a handle on everything. Will communicate & drive across all-groups.
		Technical Producer	
		Publishing Producer	
		Associate Producer	Assists producers in managing project tasks, often responsible for smaller sections of the game or specific tasks like asset tracking.
		SCRUM Master	Focuses on project management aspects, including timelines, deliverables, and coordinating with different teams.
		Project Manager (Production)	Oversees the production schedule, resources, and staff allocations.
		Production Coordinator / Assistant	Provides administrative and logistical support to the production team, helping to track schedules and deliverables.
	Outsource Manager		
	Localization Manager		
	Release Mananger		

Quality Assurance (QA)			
	Quality Analyst (QA)		Quality Analyst specialize in playestesting the product and ensuring a quality gameplay experience. QA performs detailed testing, creates test cases, identifies and documents bugs, issues, & glitches, and provides feedback to the development team to help improve the gameplay experience.
		QA (Audio Focus)	
		QA (Lighting Focus)	
		QA (Environment Focus)	
		QA (Combat/AI Focus)	
		QA (Player Mechanics Focus)	**Quality Analyst often take ownership over a specific area/department to excel in that one area and act as a liason or pseudo-producer. This increases communication effeciency and creates a streamlined troubleshooting pipeline.**
		QA (Player Traversal Focus)	
		QA (Environment Art Focus)	
		QA (Animation Focus)	
		QA Localization	Specializes in translating text in the game to multiple languages and verifying text is cultural accurate and acceptable.
		QA Engineer	Specializes in the creation of tools, pipelines, and software practices that increase testing efficiency and bug documentation.
		QA Manager	Oversees the QA department and establishes the overall pipeline of the department to constantly adapt to the best testing practices throughout the entire development cycle of the game (pre-production -> release)
		QA Lead	Oversees the entire QA process to ensure the game is meeting quality standard and requirements. Work closely with other department leads to communicate workflow issues, progress, and bottlenecks.
	Playtest Coordinator		
Animation			
	Gameplay Animation		
		Gameplay Animator (Player)	Specializes in creating animations for the player character's moment-to-moment gameplay which include: combat anims. traversal anims, world interaction anims, npcs interaction anims, etc.
		Gameplay Animator (NPC)	Specializes in creating animations for NPCs which include: combat anims. traversal anims, world interaction anims, ambient anims, etc.
		Gameplay Animator (Combat)	Specializes in creating more complex animations based on combat needs. This could include making several variations of the same combat animation depending on different factors that are affecting the player.
	Narrative Animation		
		Cinematic Animator	Cinematics, Camera Angles, Facial Animations,In-Game Scripted Events
	Technical Animation		
		Technical Animator (Runtime Systems)	
		Technical Animator (Tools & Pipeline)	
	Motion Capture (MoCap)		
		Motion Capture Actor	Performs scripted scenes, actions, and/or stunts that will be captured and used as the base foundation for animations within the game.
		Motion Capture Technician	Runs the motion capture software and monitors the hardware to ensure animations are captured accurately.
		Motion Capture Clean-Up Animator	Cleans up the raw animation data by creating, deleting, and editing a large set of keyframe data, so it can be used efficiently in-game.
		Stunt Supervisor & Safety Coordinator	Coordinates and ensures safe practices and guidelines are being upheld during mocap sessions.
Audio			

Department	Specialization / Discipline	Sub-Specialization	Description
	Sound Design		
		Sound Designer	
		Technical Sound Designer	
		Sound Implementer	
		Foley Designer	
	Audio Engineering		
		Audio Engineer	
		Audio Automation Engineer	
	Dialogue Design		
		Dialogue Designer	
		Dialogue Coordinator	
	Localization		
	Music		
		Music Composer	
IT			
	IT		
		Chief Technology Officer (CTO)	Oversees the IT department and aligns its goals with the company's strategic objectives.
		IT Manager	Manages IT staff and oversees the day-to-day operations of IT services.
		IT Compliance and Risk Officer	Ensures IT policies and practices comply with legal and regulatory standards.
		IT Security Specialist	Focuses on protecting the studio's data and systems from cyber threats.
		IT Business Analyst	
		IT Procurement Specialist	Responsible for acquiring IT equipment and software licenses.
		Help Desk Technician	Provides technical support and assistance to employees.
		PC Support Technician	Assists with the maintenance and troubleshooting of employee workstations and PCs.
	Network		
		Network Security Engineer	Focuses on protecting the network infrastructure from external and internal threats.
		Network Administrator	Responsible for managing and maintaining the studio's network infrastructure.
		Telecommunications Specialist	
	Systems		
		Cloud Solutions Architect	Designs and manages cloud-based systems and solutions.
		DevOps Engineer	Bridges the gap between software development and IT operations to improve collaboration and productivity.
		Systems Administrator	Responsible for managing and maintaining the studio's network infrastructure.
		Project Manager (IT)	Manages specific IT projects, ensuring they are completed on time and within budget.
		Virtualization Engineer	Specializes in creating and managing virtual environments, which can be crucial for testing and development.
		Software Developer/Engineer (IT-Specific)	Develops internal software tools and applications to support various departments.
	Database		
		Database Administrator	Manages and maintains the databases that store game and company data.
		Data Analyst	Analyzes data from various sources to inform decision-making and improve systems.

Department	Specialization / Discipline	Sub-Specialization	Description
Engineering			
	Engine Programmer		
	Systems Engineering		
		Systems Engineer (Tools Programming)	Tools Programmers make the Game Developers lives easier by taking their custom specs / needs, using these to create the tools to make development easier / faster, & must be in constant partnership. Must hear what the devs need vs. assuming what they think the dev needs. They do not work "in-the-game," but their work is critical to the development processes. Efficiency, collaboration, CODING.
		Systems Engineer (Build Engineer)	Game Build processes & pipelines for CI/CD, automation, etc. Infrastructure - deployment for live servers & developers tools, troubleshooting & resolving issues for the build system + automated pipelines. DOCUMENTATION = key! Can include backlog work, integrating pipelines for the developers to access. Can include C++, C#, Python, etc. code & scripting languages for efficient, scalable solutions.
		Systems Engineer (UI Programming)	Frontend Programming for screens, content / content generation, in-game (HUD, interfaces, etc.), mock-ups & wireframes, etc. The difference is in-game UI vs. Frontend Systems / more non-game UI. C++, C#
		Systems Engineer (Art Programming)	Architecture, source code ownership, & the ability to meet + communicate effectively with Creative teams (not everyone is able to do this part!). Must be able to respond effectively to critiques, must be open to new ideas / suggestions for improvement, & must be able develop + iterate the core Game Art Systems.
	Gameplay Engineer		
		Gameplay Programmer (3 C's: Character, Camera, Controls)	Literally creates the systems for all 3 - technical design, implementation, & testing. Proprietary engines will require building, whereas off the shelf engines are more tweak / update for the Development teams needs. Viewpoints / position within the game, objects, button mapping / interactions with the character + the environment, responsiveness, how closely zoomed in / out in-game, etc. These are key to the flow of the game.
		Gameplay Programmer (Data Serialization & Systems)	Can be more of a Generalist (in my exp at least) role due to all of the areas of cross-over on collaboration / reach, impact, etc. UI, Logic, Attributes / Skills / Statistics, debugging, save data, serialization / unserialization of data structures & other custom DB solutions, & efforts will improve gameplay quality. Low-level systems, maintain + improve, portable / highly functional code.
		Gameplay Programmer (AI)	Create algorithms for behaviors, interactions / custom reactions, pathfinding (3 C's!), etc. for in-game NPC's & related to enhance the player experience.
		Gameplay Programmer (Player Abilities)	Create / refactor Gameplay Systems at varying levels of code (player related), cross-team collaboration (with non-Engineer teams - Design, Production, Art, etc.), logic & flow, experience working across modern 3D Engines (UE, Unity + Proprietary), will manage source code & assets, debugging, etc.
		Gameplay Programmer (Console Development)	Puts the game / gets the game ready for whichever platform they are releasing on. CPU / GPU, enhance + maintain the console platforms, & can include graphics, infrastructure, partnering with the console manufacturers, performance & optimization, extend / enhance hardware &/or the engine, & must know hardware architectures (graphic chip GPU's, operating systems, varying graphics API's, etc.).
	Animation Engineer		
		Animation Programmer	Must have some level of Animation + SWE experience; this role Animates the in-game characters, codes for in-game systems / gameplay systems, work closely with designers / developers for game pipelines, set up the Engine to ensure that the Animators are able to do their job & make sure that the game runs smoothly. The Animators make the game come to life & the Animation Programmers work in logic, physics / simulations, systems that automate the in-game characters, tools + runtime, AI for behaviors, implementations into the game, etc.
	Graphics Engineer		
		Graphics Programmer	Their job is to make the game as pretty as possible (without impacting performance & playability)! Strength in 3D math, shaders / rendering / performance & at times Console &/or engine programming. GPU Architecture knowledge, modern 3D / real-time engines.
	Network / Online Programmer		
		Network / Online Programmer	Develop & maintain services, features (deployment, test), Backend (drive online features), UI implementation (feature / functionality), Tools (for custom services), & a lot of troubleshooting / problem solving. Ongoing maintentance, updates, modernization, etc. Knowledge of the overall related Architecture & how it relates to Game Development. Automation, low-level network architecture + protocols / features for Network services (UDP, TCP/IP, socket programming, NAT / DHCP & memory, synchronization, DOCUMENTATION, & knowlege across Consoles / servers.
	Physics Engineer		

Department	Specialization / Discipline	Sub-Specialization	Description
Recruitment			
	Talent Development	Talent Development Director	Oversees the entire recruitment process, setting strategies for sourcing and acquiring talent.
	Recruiting		
		Recruitment Manager	Manages the recruitment team and leads in the development of recruitment strategies and processes.
		Lead Recruiter	Manages a team of recruiters, focusing on people management and mentoring.
		Principal Recruiter	A senior role focusing on recruiting for high-level and specialized positions and contributes individually with significant impact.
		Senior Recruiter	An experienced recruiter responsible for sourcing, screening, and interviewing candidates for senior and specialized roles.
		Recruiter	Actively involved in sourcing, interviewing, and hiring candidates for various roles within the studio.
		Recruiter (DEI Focus)	Actively involved in sourcing, interviewing, and hiring candidates for various roles within the studio with a focus on under-represented communities.
		Recruiter (Technical)	Actively involved in sourcing, interviewing, and hiring candidates for various roles within the studio with a focus on technical roles.
		Recruiter (University)	Actively involved in sourcing, interviewing, and hiring candidates for various roles within the studio with a focus on early career talent and recent graduates.
		Recruiting Coordinator/ Assistant	Provides administrative support to the recruitment team, handles scheduling of interviews, and assists with candidate communication.
	Talent Acquisition		
		Talent Acquisition Specialist	A recruiter with a specific interest in finding and attracting a specfic type of talent ie: Programmers, Audio, Ect.
		Talent Acquisition Generalist	A recruiter involved in broader HR functions with a specific focus on recruitment tasks.
	Recruiting Operations		
		Recruiting Operations Manager	Manages the operational aspects of the recruitment process and team.
		Recrtuiting Operations Specialist	Supports the recruitment operations, focusing on the efficiency and effectiveness of the recruitment process.
	Sourcing		
		Technical Sourcer	Focuses on sourcing technical candidates through various channels, including social media, networking events, and job fairs.
		Sourcer	Focuses on sourcing candidates through various channels, including social media, networking events, and job fairs.
		Sourcing Assistant /Specialist	Provides administrative support to the Sourcing and Recruiting team often in an entry level capacity.

Human Resources (HR)

	Human Resources (HR)			
			VP of HR:	Oversees all HR functions, aligns HR strategies with business goals.
			Chief of Staff (if aligned with HR)	Acts as a strategic advisor and facilitator for the HR leadership, possibly overseeing cross-functional projects and initiatives.
			Director of People and Culture / HR Director	Responsible for developing and implementing strategies to nurture and enhance the studio's culture and employee experience. This role often includes aspects of talent development, diversity and inclusion, employee engagement, and organizational behavior.
			HR Business Partner	Works closely with business units to develop and implement HR strategies that support business objectives.
			HR Compliance Manager	Ensures HR policies and practices comply with legal and regulatory requirements.
			Employee Relations Specialist	Manages employee relations, addressing concerns and fostering a positive work environment
			HR Analyst	Analyzes HR data and metrics to inform decision-making and improve HR practices.
			HR Generalist	Handles a wide range of HR responsibilities, including recruitment, training, and employee services.
			HR Assistant	Provides administrative support to the HR department.
	Compensation			
			Compensation and Benefits Manager	Oversees employee compensation and benefits programs, ensuring competitiveness and compliance.
			Compensation Analyst	Analyzes compensation data and assists in designing compensation packages.
	Learning & Development			
			Leadership, Training & Development Director	Leads the learning and development function, designing and implementing training programs.
			Learning & Development Manager	Manages the creation and delivery of training and development programs
			Learning & Development Coordinator	Coordinates training sessions and supports the learning and development team
	Diversity & Inclusion Officer			Leads initiatives to promote diversity, equity, and inclusion within the organization.
	Bussiness Strategy Director			Responsible for developing and implementing strategic HR initiatives that align with business goals.

Operations

Operations				
	Operations			
			Chief Operations Officer (COO)	Oversees the studio's day-to-day administrative and operational functions.
			Operations Director	Manages larger-scale operational strategies and ensures operational goals are met.
			Operations Generalist	Handles a variety of operational tasks across different areas, providing support where needed
			Logistics Analyst	Analyzes operational data to improve efficiency and effectiveness.
			Logistics Coordinator	Manages logistics and supply chain operations, ensuring efficient resource allocation.
	Facilities			
			Facilities Director	Oversees the physical premises, including maintenance, space planning, and utilities.
			Facilities Manager	Oversees the physical premises, including maintenance, space planning, and utilities.
			Facilities Support	Provides support for facility maintenance and other operational needs.
	Financial			
			Chief Finance Officer (CFO)	Oversees all financial functions of the studio, including financial planning, risk management, and financial reporting.
			Finance Director	Manages the finance department, implements financial strategies, and assists the CFO in financial planning and analysis.
			Controller	Oversees accounting practices, manages financial records, and ensures compliance with regulatory requirements.
			Senior/ Financial Analyst	Provides advanced financial analysis, budgeting, and forecasting support.
			Finance Manager	Manages specific financial functions such as budgeting, reporting, or financial operations.
			Accountant/Staff Accountant	Handles accounting tasks such as ledger maintenance, reconciliation, and financial statement preparation.
			Accounts Payable / Receiveable Specialist	Manages accounts payable and receivable, including invoicing and payment processing
			Payroll Specialist (can be aligned with finance or HR)	Handles payroll processing and ensures accurate and timely payment to employees.
			Finance Assistant/ Coordinator	Provides support in various finance functions, including data entry, record keeping, and preliminary analysis.
			Internal Auditor	Conducts internal audits to ensure financial and operational integrity and compliance
	Administration			
			Studio Manager	Oversees the entire administrative function of the studio.
			Office Manager	Manages the day-to-day running of the office, including administrative staff.
			Procurement Specialist (Can be aligned with admin or finance)	Manages the acquisition of goods and services for the studio.
			Travel / Logistics Specialist	Arranges business travel and accommodations for staff.
			Executive Assistant	Provides high-level administrative support to executives, managing schedules and communications.
			Administration Assistant	Assists with various administrative tasks, including scheduling, correspondence, and record keeping.
			Receptionist/ Front Desk Coordinator/ First Impressions Manager	Manages the front desk, greeting visitors, and handling incoming calls and inquiries

Department	Specialization / Discipline	Sub-Specialization	Description
Marketing			
	Chief Marketing Officer (CMO)		Oversees the entire marketing department, setting strategy and vision.
	Global Marketing Director		Responsible for developing and executing marketing strategies for the studio's games in a global market.
	Marketing Director		Responsible for developing and executing marketing strategies for the studio's games in a local market.
	Brand Manager		Manages the brand strategy for individual games or the studio as a whole.
	Marketing Manager		Oversees specific marketing initiatives and campaigns.
	Digital Marketing Specialist		Focuses on digital marketing strategies, including social media and online advertising.
	Market Analyst		Conducts market research to inform marketing strategies.
	Content Marketing Specialist		Creates and manages content (blogs, videos, etc.) for marketing purposes.
	Community Manager		Engages with the gaming community to build and maintain a positive public image.
	Marketing Assistant		Assists in the implementation of marketing strategies and campaigns.
	Marketing Coordinator		Coordinates the efforts of the marketing team as a whole.
Public Relations (PR)			
	PR Director		Leads the PR department and shapes the public image of the studio and its games.
	PR Manager		Manages PR campaigns and media relations.
	Brand Manager		Manage brand strategy and other marketing functions to ensure messaging and consistency are delivered throughout each touchpoint within the customer journey
	Media Relations Manager		Organize media coverage and press releases to be the voice of your organization.
	Communications Manager		Handles internal and external communications, including press releases.
	Social Media Manager		Manages the studio's presence on social media platforms.
	Content Creator / Writer		Craft social media and other PR assets
	Event Manager/ Coordinator		Organizes events like game launches, press conferences, and trade shows.
	PR Coordinator/Assistant		Supports the PR team in their daily tasks.