**Ryan Taljonick**

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Lifelong gamer and experienced marketer with a passion for games as a service. I have 5+ years of experience bringing live service brands to life on console and PC, across a variety of business models including boxed, digital, DLC & subscription.

**Work Experience**

**2K – *Senior Brand Manager***

* Global brand lead for Borderlands, 2K’s second billion-dollar franchise, and *Novato, CA*

Borderlands 3, 2K’s fastest-selling product of all time. *Nov 2018 – Present*

* Responsible for defining global brand and GTM strategy for Borderlands 3 pre- and post-launch plans,

securing executive and studio approval, and partnering with internal and external teams to drive execution and results.

* Launched a successful pre-order campaign that exceeded internal forecasts and was lauded for bold creative direction, winning multiple 2019 Clio Awards, including a Grand award for Borderlands 3 key art.
* Managed a global brand budget of tens of millions of dollars spanning creative, events, channel initiatives, and more.

**Bethesda Softworks – *Brand Manager*** *Rockville, MD*

* Drove global brand strategy & go-to-market campaign planning for Fallout 76 and *Feb 2017 – Nov 2018*   
  The Elder Scrolls: Online, with heavy emphasis on post-launch lifecycle management.
* Launched two expansions, six DLC packs, and dozens of marketing campaigns for The Elder Scrolls Online, generating record product revenue in FY17.
* Worked with team leads to manage the P&L of live products and spin up strategic initiatives to drive commercial results against acquisition, retention, and monetization.
* Managed internal and external creative teams to produce marketing assets including key art, CG & gameplay trailers, retail assets, and paid media assets across all mediums.

**Electronic Arts – *Brand Manager*** *Redwood Shores, CA*

* Led cross-functional efforts to define and execute brand strategy and *Jan 2016 – Feb 2017*  
  positioning for EA live service products, including the Origin platform and EA subscriptions.
* End-to-end ownership of visual ID for EA Access and Origin Access subscriptions.
* Mapped consumer journey to identify gaps in the player experience for EA subscriptions, resulting in multiple funnel optimization projects.
* Launched the Origin Access subscription and a complete redesign of the Origin PC platform.

**Electronic Arts – *Assoc. Brand Manager*** *Redwood Shores, CA*

* Constructed brand bibles inclusive of product positioning and messaging guidance *March 2015 – Jan 2016*for the Origin PC platform as well as Origin Access and EA Access subscription services.
* Contributed to go-to-market plans for campaigns aimed at acquisition, retention, and monetization.

**Electronic Arts – *Managing Editor, Copy Team*** *Redwood Shores, CA*

* Directly managed a team of 3 copywriters. *Oct 2014 – March 2015*
* Developed creative copy and campaign wrappers to bring a consistent brand   
  voice to every touchpoint of the Origin PC platform and EA Access subscription service.
* End-to-end ownership of content marketing campaigns for AAA titles and key beats. Worked with cross-functional partners to draft blog posts, video scripts, social support, and targeted CRM messaging to drive KPIs.

**GamesRadar.com – *Executive Editor***  *South San Francisco, CA*

* Directed editorial and brand vision for a geek culture website with a monthly *July 2014 – Oct 2014*

readership of more than 10 million unique viewers.

* Liaised with a global team to manage the GamesRadar brand and develop long-term growth strategies.
* Led and managed a team of 10+ staff writers in addition to a pool of freelance writers and freelance budget.

**GamesRadar.com – *Reviews Editor*** *South San Francisco, CA*

* Developed data-driven SEO strategies, increasing reviews traffic by 30% in 2014. *Oct 2012 – July 2014*

**Education - Central Michigan University**

Bachelor’s degree in Journalism, 3.8 GPA