

COLE SCHONEMAN

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SUMMARY

Over five years of digital product marketing experience building campaigns for Riot Games, Activision and Lionsgate brands. Strategized and oversaw launch marketing efforts for Valorant Mobile (**most successful 2025 app in China ytd**) and Call of Duty: Warzone Mobile (**65M+ pre-registrations**). Created playbook for Call of Duty: Mobile esports marketing to reach **10M+ DAU** and **\$1B+ annual revenue**. This cross-functional marketing experience makes me a perfect fit for your team!

PROFESSIONAL EXPERIENCE

RIOT GAMES

June 2025 – December 2025

Brand Manager, Valorant and Valorant Mobile

Led brand alignment for Valorant and Valorant Mobile in collaboration with publishing and development

- Created messaging, branding and art to generate **70M+ pre-registrations** for Valorant Mobile
- Led China launch strategy for Valorant: Mobile, bringing in **10M+** Daily Active Users (DAU) and becoming most successful 2025 app ytd through coordinated marketing with Chinese partners
- Sustained playerbase of **8M+** through live service seasonal marketing campaigns
- Owned MTX creative strategy for Valorant, aligning full publishing leadership on my 2026 Premium Content deck and creating briefs for s-tier skin trailers

ACTIVISION PUBLISHING

February 2021 – November 2024

Senior Marketing Associate, Call of Duty: Warzone Mobile | March 2024 – November 2024

Led go-to-market strategies across social, influencer, PR, UA and community teams

- Created briefs for social media targeting assets and wrote messaging, growing channel followings by **1M+** last year
- Owned strategy for key engagement and monetization features, creating engaging messaging and art to promote
- Collaborated with Call of Duty franchise teams to establish cohesive franchise voice and strategy that fulfilled key business objectives
- Optimized app store pages for home page featuring promotions
- Analyzed data to improve in-game, app store and social media marketing efforts

Product Marketing Associate, Call of Duty: Warzone Mobile | August 2022 – March 2024

Responsible for launching Warzone Mobile to **65M+ pre-orders** and **#1 app store placement** while executing full marketing asset and messaging strategy

- Helped create worldwide launch go to market plan while marketing content during alpha and soft launch phases
- Created and led cross-functional processes with Live Ops, product, production and additional marketing verticals
- Established vendor relationships and helped define Warzone Mobile branding and creative direction
- Branded in-game retention and monetization features, attracting a core audience across mobile, console and PC while reaching **4M+ DAU**
- Established task-tracking processes and weekly syncs that still prove effective post-launch

Product Marketing Associate, Call of Duty: Mobile | February 2021 - August 2022

Executed go-to-market strategies, growing to **10M+ DAU** and **\$1B+ annual revenue**

- Led marketing campaign for first annual COD:M World Championship 2021 working directly with talent, broadcasters and creative vendors
- Positioned monthly season updates, influencer activations and esports experiences to hit install, retention and revenue targets
- Launched COD:M Esports channel with **600K+ subscribers** and **1.5M+ view** season trailers
- Designed, launched and updated new esports website (callofduty.com/mobile/esports)
- Created decks and delivered sales presentations to international partners including Sony and Tencent

LIONSGATE

June 2019 – November 2020

Coordinator, Integrated Marketing | March 2020 – November 2020

- Promoted to coordinator where I worked as the axis between all Home Entertainment teams to increase brand awareness and sales for our titles
- Directly handled sales presentations, uploaded metadata viewed by filmmakers and all major retailers, and built dedicated web pages for major film releases (e.g. [Wander Darkly](#))

Executive Assistant, Integrated Marketing | June 2019 – March 2020

- Managed calendars for two SVPs, scheduling meetings and distributing notes for entire department, external departments and companies
- Sent the entire Motion Picture Group daily FYIs, a collection of news articles relevant to our department, company, and industry

NOTARIZE

January 2019 – May 2019

Multimedia Specialist, Digital Marketing

- Worked with key executives and stakeholders to independently create marketing videos from storyboarding and scriptwriting to shooting with a DSLR and editing in the Adobe Creative Cloud
- Assessed video and social media analytics to build Notarize's brand awareness from the ground up

BOSTON UNIVERSITY CAS IT

September 2016 – May 2019

Computer Technician

- Performed software and operating system installations, replaced hard drives, and conducted other troubleshooting steps to resolve tickets
- Managed operations for professors and students through various communication channels

CBS

May 2017 – August 2017

Executive Assistant, Alternative Programming / Production Assistant, Big Brother

- Covered desks, researched competing reality shows and submitted analyses to Snr Exec VP and SVP
- At Big Brother, set up and participated in pitch meetings for Julie Chen and live show screenings with execs while handling PA tasks to ensure the show ran efficiently three nights per week

EDUCATION

BOSTON UNIVERSITY

Bachelor of Science (GPA: 3.77)

- Kilachand Honors College

SKILLS

- **Marketing:** brand growth, cross-functional project management, creative briefs (SOW), product launch, go-to-market strategy, copywriting, creative strategy
- **Project Management:** Microsoft Office suite, Google suite, Adobe suite, Airtable, Monday.com, Asana, Jira, Confluence, Notion, Trello, Miro, Figma, ServiceNow, SAP Portal (GUI), Final Cut, Teams, Slack, Zoom
- **Social Media Management:** Meta (Facebook / Instagram) Business Manager, YouTube Analytics, X (Twitter) Business, Reddit community management, Discord server management, Snapchat, Twitch, TikTok
- **Communication:** presentations, writing, public speaking, collecting feedback, data visualization