

Erik van Mechelen

I'm a...

Community Moderator who monitored over 70,000 discussions in 2018-2019
Collaborative Teammate, excellent communicator, aligning startup's priorities
Relationship Builder between team, community, and broader influencers

315 SE Main St.
Minneapolis, MN 55414
(203) 253-2274
erik.vanmechelen@gmail.com

EXPERIENCE

Chou Force Int'l, Fremont, CA — *Community & Marketing*

2016 - PRESENT

Community Moderator for Octalysis Prime, the world's leading gamification education platform, helping nearly 1,000 members join and onboard onto the gamified journey, keeping the program relevant to member goals

Managed content strategy and execution for yukaichou.com, achieving 300,000 unique visits three consecutive years with no marketing budget through content creation and blog management

Writer, Minneapolis, MN — *Writing & Editing*

2014 - PRESENT

Unlocked wisdom in war veteran's autobiography

Edited *Actionable Gamification: Beyond Points, Badges & Leaderboards*

Target, Minneapolis, MN — *Analyst; Software Consultant*

2010 - 2014

Determined scope, developed requirements, and implemented adoption strategy for an eCommerce application with thousands of users

Why I left: Signaling that I was doing work was more important than actually doing any.

EDUCATION

Saint Olaf College, Northfield, MN — *Economics*

2006 - 2010

Phi Beta Kappa; Omicron Delta Epsilon (Econ Honors Society); Captain of Varsity Soccer; Finalist in regional short story contest

Int'l School of Beijing, Beijing, China — *High School*

2006

Athlete of the Year; Scored game-winning goal in APAC Soccer Final

SKILLS

Community engagement;
Community moderation;
Live webinars; Listening;
Asking questions;
Associative thinking;
Content Strategy;
Wordpress; Google
Analytics; SEO; Writing;
Editing; Community
management; Game design;
Zoom; Loom; LinkedIn;
Slack; Reddit; YouTube; List
building; Email marketing;
Soccer; Biking; Diplomacy
(board game); negotiation;
optimism

FAVORITE SAAS TOOLS

Slack | Octalysis Prime's preferred tool for community

Basecamp | My personal hub for projects & side hustle

Bear Notes | I love the efficiency gains having all my writing in one place

LEADERSHIP

Organizer of discussion groups and creative events in the Twin Cities

St. Olaf Varsity Soccer Coach

