

# Lillian Ye

Associate Brand Manager | Riot Games

Building player trust through disciplined launches and player-first storytelling



## "Earn the player's time, don't borrow it."



- Start from player reality, then speak plainly
- Show up in the moments players already care about
- Earn trust through clear briefs and strong follow-through
- Keep messaging aligned across channels and acquisition
- Listen fast, adjust faster



# Industry Lens: Competitive Shooter Curiosity



- Track VALORANT culture like a living feed: meta shifts, comp discourse, creator formats, team storylines
- Catch where messaging drifts from the players experience, then fix it
- Turn insight into a brief that sets the creative team up to win
- Pull angles from real play: clutch narratives, role identity squad energy



**Patch +  
Updates**  
Signal



**Esports +  
Storylines**  
Signal



**Game  
Meta**  
Signal



**Creator +  
Community**  
Signal



# Role Fit: What I'll Drive



**1 Player-true positioning**  
Frame campaigns around what players actually value

**2 Global launch execution**  
Run timelines and approvals so work ships cleanly and on schedule

**3 Always-on beats**  
Turn updates and esports weekends into consistent content

**4 Creator collaborations**  
Make collabs low-friction and built for long-term relationships

**5 Learning loop**  
Pull signal from results and community reaction, then apply it quickly



# Proof: Team SoloMid (Partner Campaign Delivery)

- Turned audience and platform signals into partner concepts \_\_\_\_\_ sponsor-ready story angles
- Led end-to-end delivery from brief through launch and reporting
- Kept creators, partners, and internal teams aligned on expectations
- Adjusted creative based on fan response, lifting engagement by +25%
- Secured \$350K in new business by tightening packaging and execution

New business  
**\$350K**

Engagement Increase  
**+25%**



# Proof: Warner Bros. (Performance Clarity for Leaders)

- Owned performance tracking and forecasting across the release lifecycle
- Standardized reporting across 80+ international markets so leadership could compare reliably
- Built forecasting models at ~75% accuracy to guide planning choices
- Flagged outliers early and translated them into clear calls, not noise



International  
Markets Covered

**80+**

Forecast Accuracy

**75%+**



# Operating System: How Work Ships



- Campaign cadence
  - One source of truth for milestones, owners, and versions
  - Asset QA that catches issues before they hit players
- Regional enablement
  - Launch packages that help localization without losing intent
  - Clear guidance on what must stay consistent

- Creator + partner coordination
  - Simple briefs with realistic timelines and aligned lift for creators
  - Checkpoints that identify risks early on in process
- Measurement
  - A tight scoreboard to track what worked and why, and what to reuse for next time





# Values Alignment

- Respect player time and skill
- Ship polished work --> iterate fast
- Keep the voice consistent + brand recognizable everywhere players see it
- Stay calm and useful when the pace spikes






Mission: Build a brand presence players recognize and respect across all channels





**Excited to help VALORANT make big moments land with players, then carry momentum beyond the moment.**

## **Lillian Ye**

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