



Lillian Ye

Brand Specialist, Marketing | PlayStation

Campaign operator bridging brand strategy and community fluency





Guiding Principle

“Build worlds, not ads.”

- One campaign truth that scales across formats
- Assets feel cohesive across channels and regions
- Each touchpoint advances the story or utility

Why This Role + Direct Match



- Own the asset calendar for franchise campaigns
- Coordinate cross-channel deliverables with regions and stakeholders
- Support the Brand Lead with briefs, launch readiness, and clear status
- Turn performance signals into quick pivots, not post-mortems



Integrated planning support

Briefs, inputs, and timelines that keep creative moving



Agency + partner coordination

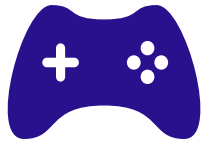
Clean handoffs with clear feedback against strategy



Performance readouts

Report fast, identify levers, recommend next actions

What You Get With Me



Player-first taste:

Creative should speak the community's language



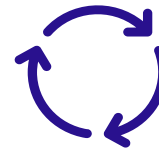
Sharp judgment:

I pressure-test what's driving performance before changing course



Partner fluency:

I can brief agencies and internal teams without translation loss



Pattern recognition from two engines:

Partnerships and entertainment release cycles

Aligned Work Experiences



Team SoloMid (Global Sales Strategy)



- Built sponsorship pitches using audience data + esports category research
- Owned partner deliverables and reporting across the campaign lifecycle
- Shaped strategic concepts across social channels based on fan behavior
- Optimized targeting across 3 global campaigns, achieving +25% engagement
- Led RFP strategy and pitch delivery; secured \$350k in new business

Warner Bros. Discovery (global release ops + forecasting)



- Forecasted and tracked film performance from pre-release through post-release
- Standardized global reporting across 80+ international markets
- Built forecasting models at ~75% accuracy to inform planning decisions
- Turned market signals into exec-ready storylines for stakeholders

Placeholders to edit: \$[X] new business



What keeps launches steady and moving

- **One source of truth**
Latest file, owner, due date, status
- **Approval map**
Who signs off, when, and what “final” means
- **Territory readiness**
Localization needs, specs, delivery requirements surfaced early
- **Risk log**
What’s blocked, what changed, next action to clear it
- **Weekly cadence**
Status, risks, decisions needed, next steps

Player lens: games + community signals



My PC rotation

LEAGUE OF
LEGENDS

VALORANT

GUILTY GEAR
— STRIVE —

STARDEW
VALLEY

My PlayStation rotation

THE LAST OF US



P5
PERSONA 5

HORIZON
ZERO DAWN™

- I track reaction signals including creators, patch notes, cultural trends, and sentiment shifts
- That player lens informs what to amplify vs. what to avoid



Values alignment

Trailblazer mindset. Passionate craft. One team.

- Trailblazer: I look for fan-native ways to earn attention, not buy it
- Passionate: I obsess over asset quality, consistency, and story cohesion
- One team: I run cross-functional cadence that keeps all contributors aligned (regions, agencies, and stakeholders)
- Pushing the boundaries of play starts with the details teams ship



Thank You



I welcome the opportunity to help the team
ship global franchise launches with calm,
clarity, and player-first craft!

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