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Building player trust through disciplined
launches and player-first storytelling



Guiding Principle

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

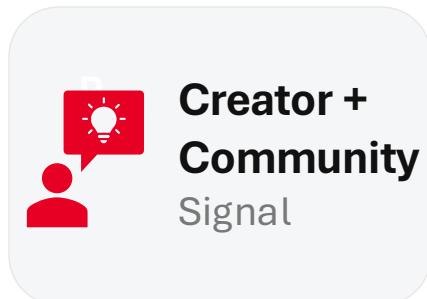
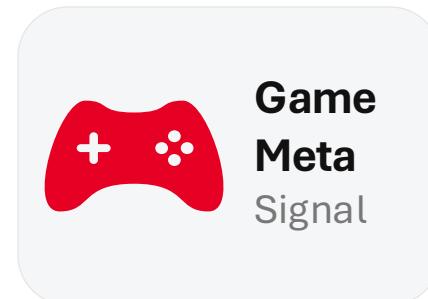
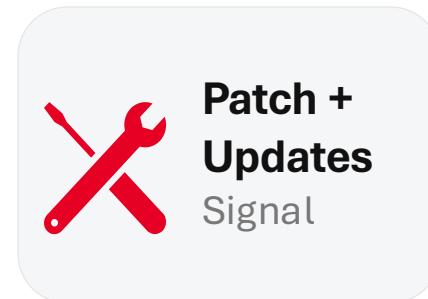


- Start from player reality, then speak plainly
- Show up in the moments players already care about
- Earn trust through clear briefs and strong follow-through
- Keep messaging aligned across channels and acquisition
- Listen fast, adjust faster

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



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

2

3

Always-on beats

Turn updates and esports weekends into consistent content

4

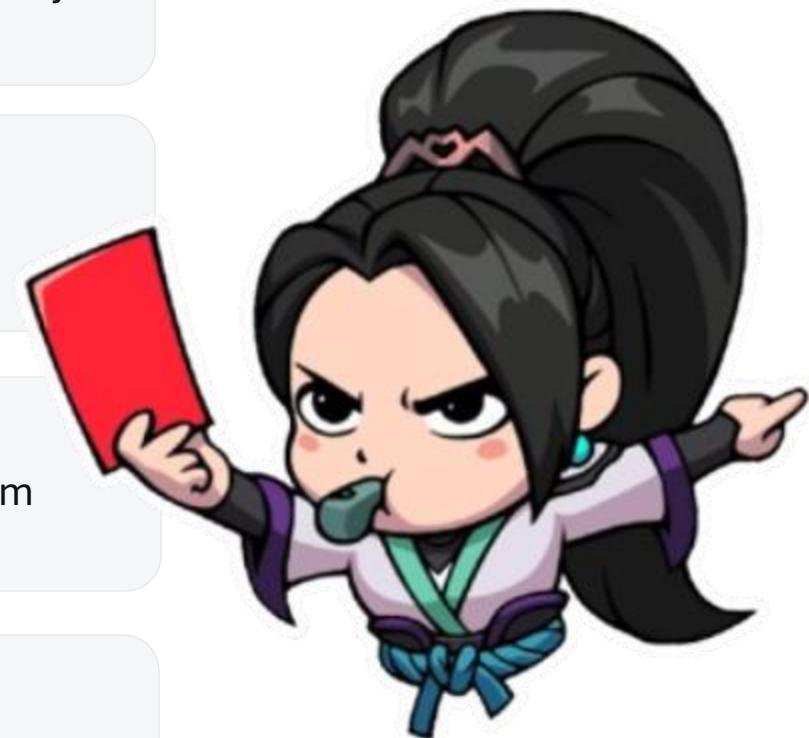
Creator collaborations

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.

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