

# Hi, I'm Mickey.

## Digital Marketing Portfolio

# the tl;dr

Trusted by industry leaders and startups  
to get their message out there, and to keep  
their customers engaged and listening.



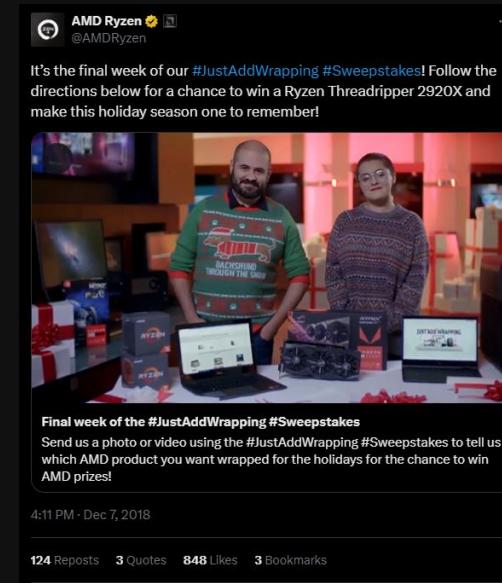
- 17 years of professional experience in gaming, high tech, and software
- Focus on social media, community engagement, corporate communications
- Core skills of content development, copywriting, project management, front-end web design (HTML & CSS), game development & QA
- Specialize in leading small, agile teams with very high standards of quality
- Experienced both with large paid budgets, and with lean organic content



# Social & Influencer Campaign



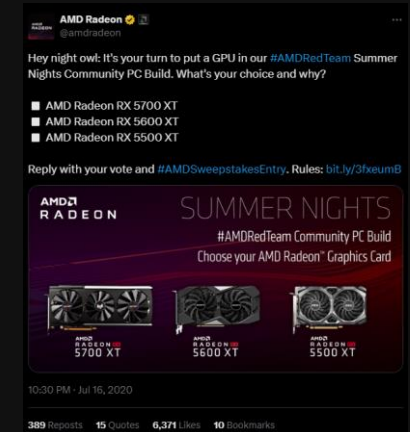
- **AMD's #JustAddWrapping campaign** was on the rebound of the most recent cryptocurrency boom and resulting inventory inflation.
- I was tasked with **creating a holiday-themed social media campaign** to drive product awareness, feature new products, and generate positive conversations of high-stock AMD products.
- I hired an agency to film a series of product and community videos highlighted key holiday products. After **writing messaging, scripts, and social announcements**, I and others appeared in short video ads throughout AMD's social media channels.
- In addition to AMD-owned media, I set up a **"12 Days Of Streaming"** campaign where I utilized AMD's Red Team influencer program to spread awareness to a wide audience and further build engagement.
- The holiday campaign was tied together with a **#JustAddWrapping sweepstakes** I administered, where users were prompted to share photos and images of what AMD hardware they wanted the most.
- The campaign successfully completed **full sell-through** of several high inventory products and garnered **thousands of engagements**.\*



# COVID-19 Content Development



- During the **peak of COVID-19**, there was a **drive for additional sales and product awareness**—despite uncertain availability, an impending competitor launch, and the complete shutdown of AMD offices.
- I created a **“Summer Nights” themed contest** where users were prompted to **vote on how they would build a gaming computer**.
- I was able to coordinate with our hardware partners—filling the gaps with components purchased online—and **begin to prepare my home for a photoshoot for the products and build progression**.
- Due to the disruptive nature of the pandemic, we were able to **experiment with timing of posts**, focusing on the nighttime aesthetic, despite being outside of previously-optimal times for U.S. audiences.
- As we gave users a choice of budget and enthusiast level parts, discussion was varied and **helped spread awareness of components that normally have low media coverage—and much higher inventory**.
- The social campaign ended up being **AMD’s best performing to date**, breaking our previous record for similar sweepstakes and contests.

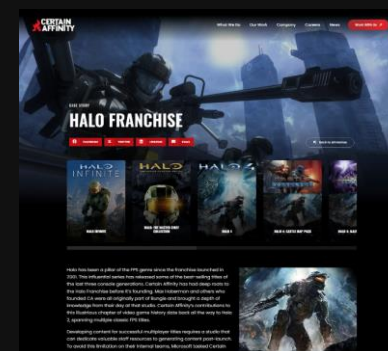




# Web & Social Brand Refresh



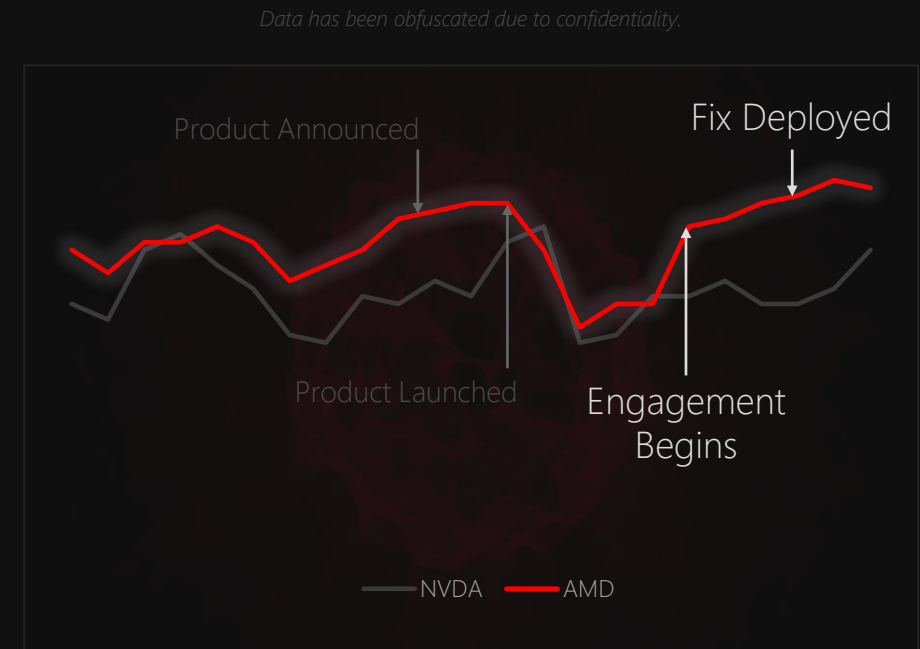
- **Certain Affinity** was looking to sign additional contract work and drive awareness of its availability as an AAA co-development studio.
- I was tasked with **relaunching our online web presence** including social media profiles, messaging style, and our aging website.
- I worked with executive leadership to develop a **new process for all company communications, taking ownership as comms manager**, and utilized RACI matrices to build consistency in content approvals.
- My team **designed and refreshed all assets** related to social media branding, including updated profile pictures, headers, and bios.
- I hired an agency and **served as project manager for a complete web redesign**, focused on our reputation as a trusted AAA studio. Rewrote all website messaging, worked with stakeholders and subject matter experts on content, and managed iterative 6-month rollout process.
- The new comms process **reduced overlap and approval timing**, and **ensured a consistent voice** for the company externally and internally.
- The updated website **drove traffic towards key messaging pages**, **reducing bounce rates by 34%** and **increased median TOS by 81%**.



# Customer Support Engagement



- AMD's most recent product launch was **marred by anecdotal evidence of instability** and product quality concerns.
- I was tasked with **quantifying the concerns raised by the community**, and determining the success of mitigation efforts and bug fixes.
- I developed a **sentiment analysis report** covering product keywords, happiness, most shared content, and competitor comparison.
- I brought up and **trained a QA analyst team on community interactions**, and assigned community managers to drive users sharing problems to provide additional data and reproduction steps, with tracked follow up.
- We **validated a measured increase in instability** and quality concerns raised by customers and **set up an escalation pipeline to engineering**.
- In the end, we not only were able to finally **quantify the issues our customers were sharing** and looking for help, we found the **proactive community engagement had a marked effect on positive sentiment**, shifting the conversations more positively, as well as impacting **search results to focus on community engagement** over complaints.

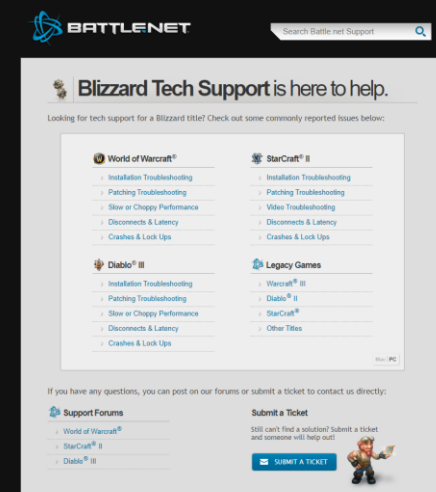
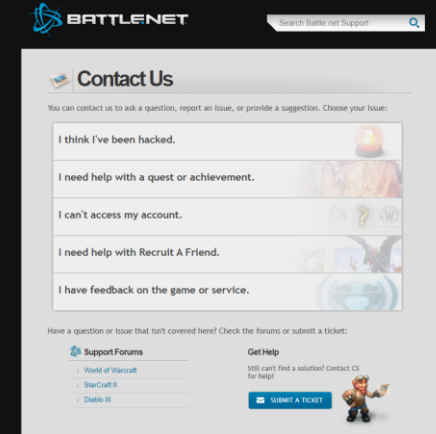
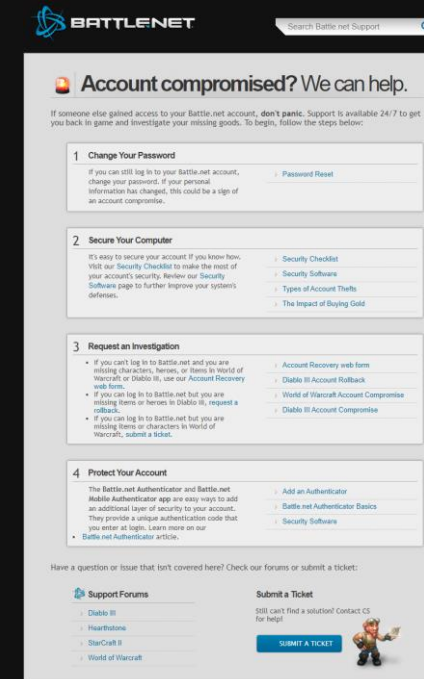


Community Engagement project resulted in a **45% increase** in positive sentiment discussion

# Facebook Platform & App Launch



- **Blizzard Entertainment** was looking to launch its customer support on Facebook, paired with the success of its ongoing Twitter presence.
- I was tasked with **deploying our Facebook presence**, including branding the platform, delivering news, and driving users to self-help.
- I worked with our Web & Mobile team **to build a brand appropriate kit for the new platform**, utilizing our recently rebranded Battle.net site.
- I **designed and built self-help applications**, intended to drive users to choose self-help options and resources, rather than support calls.
- Although I was somewhat familiar with web development, I **taught myself advanced HTML and CSS** to build and maintain the social apps.
- Our presence on Facebook helped lead the way for the industry and raising the level of support that customers expected. We **saw an immediate reduction in ticket volume during unexpected downtime**.
- The updated application was ultimately decommissioned as Facebook moved away from web applications, but the **self-help workflow I developed was integrated directly into the Battle.net support site**.



# Mickey Molad

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