

# Mickey Molad

Community, Social Media, and Influencer Marketing

## Summary

Mickey is a communications and marketing leader with over 15 years' experience in the development of social marketing strategies for high tech, gaming, and online services. While working individually, or managing small teams, Mickey has owned strategy, roadmaps, and execution for marketing plans, including social media, community engagement, employee advocacy, paid marketing, and more.

## Related Portfolios

- [Digital Marketing Portfolio](#)

## Work Experience

### Head of Community & Social Media

#### Certain Affinity — October 2022 to April 2024

Served as the lead for all internal and external communications including social media, web marketing, and employee advocacy. Also managed public relations, and strategy development for multiple confidential titles. Coordinated comarketing efforts with partner companies, leveraging their franchises to boost studio visibility.

- Worked with partners to build asset management rules and new opportunities for comarketing.
- Planned, developed, and launched complete online presence overhaul, including new website.
- Sat with senior leadership team to translate studio efforts into strategic communications direction.
- Served on marketing committee for brand-new IP developed by company for confidential game.
- Rebuilt communications pipeline for all matters, serving as communications lead and final approver.

### Social Media Manager II

#### AMD (Advanced Micro Devices, Inc.) — August 2018 to October 2022

As the Graphics and Gaming social and community lead, I managed strategy and oversaw a team of Community Managers for AMD brands across gaming, cloud computing, and professional workstations.

- Built marketing campaigns via influencers, social media, and community engagement on platforms like Discord, Reddit, Twitch, and traditional platforms like Facebook, Instagram, and TikTok.
- Launched several graphics cards across the consumer gaming and professional space, running campaigns, setting budget goals, creating ads, covering on-site events including E3 and gamescom.
- Owned paid social media strategy for all AMD graphics and gaming, encompassing \$1m+ in spend.
- Rebooted “AMD Red Team” earned and paid influencer program, including several new initiatives.
- Leveraged partnerships across AMD’s gaming verticals such as Xbox, PlayStation, and key game developers, to reposition the Radeon brand from a value offering to a premium gaming choice.
- Developed reporting procedures on key launch metrics, providing ROI on project budgets and team strategy, including executive/leadership level presentations for key results and recommendations.
- Oversaw RFPs for multiple social media tools, agencies, as well as paid influencer contracts.

## **Community Manager**

### **cPanel, Inc. — December 2016 to January 2018**

Served as the public face of Product Development, managing communications and feature requests.

- Ran web services for cPanel Conference 2017, including integration with registration system, mobile application website. Doubled conference registration, reversing the previous 3-year trend.
- Developed internal communication pipelines for increasing inter-team communication and developer awareness: monthly newsletter, quarterly 1-on-1 sessions, and award opportunities.

## **Manager, Business & Marketing Technology**

### **PerSys Medical — June 2013 to December 2016**

Responsible for all technical needs, developing marketing solutions, and other public communications.

- Unified four subsidiary companies to single brand strategy for global marketing, trade shows.
- Managed US communications via emails, online ads, press releases, medical journals, IFUs, etc.
- Launched new global corporate website, doubling traffic with 10% reduction in bounce rates.
- Manage yearly budget and staffing for IT hardware, services, and digital/print marketing team.

## **Support Information Specialist**

### **Blizzard Entertainment — September 2008 to June 2013**

Served as liaison for development and support, created knowledge solutions and social campaigns.

- Launched social media presence for customer support and creation of self-help applications.
- Documented content for six AAA+ releases (\$1+ billion annual revenue). Wrote policies and procedures and communicated changes to North America teams and international partners.
- Managed reporting on launch issues, prioritizing and escalating critical issues and contact drivers to development teams and policy makers. Communicated urgent matters to global staff.

## **Production Assistant, Web & Mobile**

### **Blizzard Entertainment — September 2011 to November 2011**

Selected to join web production team on assignment. Served as Scrum Master, product owner, and producer.

- Producer on World of Warcraft reveal website for BlizzCon 2011, World of Warcraft charity auction, raising \$330,000 for St. Jude Children's Research Hospital, and other scheduled content.

# **Skills & Certification**

## **Technical Skills**

- Expertise in Copywriting, Strategic Communications, HTML/CSS, Google Analytics, Adobe Suite
- Advanced Knowledge of Technical Writing, Agile Project Management, Scrum, Video Editing
- Experienced with CVENT, Sprout Social, Khoros, WordPress, Jekyll, JavaScript, Python
- Media trained for public speaking and on-camera appearances

## **Certifications**

- Certified Associate in Project Management (CAPM) – 2011 – 2016
- Project Management Professional (PMP) – In Progress