

Mickey Molad – Communications, Social Media, Community

Summary

Mickey is a communications and marketing professional with 17 years' experience building player/user communities for live service games and high tech. Mickey has owned and managed strategy, roadmaps, and execution for communications plans, including social media, community engagement, and paid ads.

Work Experience

Certain Affinity – Lead Social Media & Community Manager

October 2022 to April 2024

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

- Planned, developed, and launched complete web presence overhaul, including new website.
- Worked with partners to build asset management rules and new opportunities for comarketing.
- Served as crisis coordinator for all communications, press, leaks, and community management.
- Brought in new tools for project management, digital asset management, and social media.
- Served on marketing committee for brand-new IP developed by company for confidential game.

AMD (Advanced Micro Devices, Inc.) – Social Media Manager II

August 2018 to October 2022

As the Graphics and Gaming social and community lead, I managed strategy and worked with a team of Community Managers for all AMD Radeon properties across gaming, cloud computing, and professional workstations. I was responsible for messaging around our products, and together my team delivered global content including social media, events, influencers, livestreaming, contractors, and more.

- 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.
- 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. Translated key wins and opportunities for technical and non-technical audiences.
- Oversaw RFPs for multiple social media tools, agencies, as well as influencer contracts.

cPanel, Inc – Community Manager

December 2017 to January 2018

Served as the public face of Product Development. Reported to VP of Product Development on customer issues, managed external feedback and feature requests, and implemented employee feedback cycles.

- 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.

PerSys Medical – Business Technology & Marketing Manager

June 2013 to December 2017

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.

Blizzard Entertainment – Support Information Specialist

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.

Blizzard Entertainment – Production Assistant, Web & Mobile

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.

Official Overwatch Fan Reddit – Manager

January 2018 to Present

Serve as chief liaison to the community for policy changes, announcements, and feedback.

- Grew from 25,000 subscribers to 5,400,000, reaching 100,000,000 unique monthly viewers.

Skills & Certification

Technical Skills

- Expertise in HTML, CSS, Excel, Google Analytics, Adobe Photoshop
- Advanced Knowledge of Technical Writing, Agile Project Management, Scrum, Video Editing
- Experience With Khoros, WordPress, Jekyll, Drupal, JavaScript, Python

Certifications

Certified Associate in Project Management (CAPM) – 2011 - 2016

Project Management Professional (PMP) – In Progress