

# Mickey Molad

Mickey is a social media and community engagement manager with over 10 years of experience in the development and execution of social strategies for high tech, gaming, and online services. While working individually, or managing small teams, Mickey excels at building communities around tech products.

## Work Experience

### **Social Media Manager**

#### **Cloud Imperium Games — September 2024 to Present**

Manage social media efforts for Star Citizen & Squadron 42, crowd funded games with over \$700m in support from fans & pledge backers. Responsible for day-to-day community engagement and social marketing.

- Lead social media marketing support for yearly CitizenCon event with over 5,000 in person attendees and 1m fans reached online, plus over 250k engagements through earned social media channels.
- Contributed to Community-focused strategies for product news, updates, feedback, and more.
- Developed publishing cadence for weekly content cycle across YouTube, TikTok, Twitch, Instagram, X, and Facebook, plus engagement support through Reddit, Discord, and first-party forums.
- Promoted and developed UGC through fan contests, weekly promotions, giveaways, and content creation/influencer channel management, with over 100,000 weekly views on earned user content.
- Promoted in-person community-led events and regular “stories” focused on creator/influencers.

### **Lead Social Media & Community Manager**

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

Served as the lead for all studio communications including social, web marketing, and employee advocacy. Developed comarketing efforts with partner companies, leveraging their franchises to boost studio visibility.

- Served on marketing committee for brand-new IP developed by company for confidential game.
- 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.
- Rebuilt communications pipeline for all matters, serving as communications lead and final approver.

### **Social Media & Community 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 worked with 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 30+ products across gaming and professional space with over \$4m social media spend, leveraging partnerships such as Xbox, PlayStation, Valve, and various game development studios.
- Managed “AMD Red Team” influencer program with paid contracts and open community program.
- Developed reporting on key launch metrics, providing ROI to executive and senior management.
- Oversaw RFPs for multiple social media tools, agencies, as well as 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.

## **Business Technology & Marketing Manager**

### **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.
- 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.

## **Founder**

### **Official Overwatch Fan Reddit & Discord — January 2018 to Present**

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

- Grew from 25,000 subscribers to 5,500,000, reaching 100,000,000 unique monthly viewers.

## **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 Agorapulse, Sprout Social, Khoros, WordPress, Jekyll, JavaScript, Python

## **Certifications**

- Certified Associate in Project Management (CAPM) – 2011 to 2016
- Project Management Professional (PMP) – Expected Completion EOY 2024

## **Related Portfolios**

- [Digital Marketing Portfolio](#)