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AMD Portfolio Sample

During the peak of COVID-19, my team was responsible for further boosting sales and product awareness, despite uncertain availability and an impending (and already leaked) competitor launch just 2 months away. With limited at-home resources, I spun up a “Summer Nights” themed giveaway where users were prompted to vote on how they would build a gaming computer.



With a set created out of a corner of my dining room, all the parts were assembled and brought together for a very untraditional photoshoot. Despite challenges, the social campaign was AMD’s most successful to date. Several theories were tested and validated:

- Content was posted thematically at nighttime, where most content was previously scheduled for midday. With disrupted work and sleep cycles of COVID-19, we felt our content could still perform while also making sense to our core U.S. audience — and it did.
- While users could choose from both high-end and budget components, votes were mostly spread evenly across the spectrum. Not only did this help bring attention to products not normally featured in these campaigns, but users advocated for mainstream parts that often get neglected in featured content and had higher availability during the pandemic.
- We were able to leverage our AMD Red Team influencer group to help bring attention to the giveaway, and they would often “argue” with their viewership about why they would build the computer a certain way or with certain AMD components, greatly boosting engagement.



