

# Mickey Molad

Community & Social Media Management

mickeymolad@gmail.com

832-372-3926

## Summary

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Mickey is a community and social media marketing professional with 17 years' experience in customer service, communications, social media, and community engagement with a focus on consumer products.

## Work Experience

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### **Certain Affinity**

Head of Community & Social Media

Austin, Texas

Oct. 2022 – Apr. 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 clients to our partnership.

- 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

Austin, Texas

Aug. 2018 – Oct. 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, and overall engagement, including some of the most-viewed gaming hardware launches in the history of E3.
- 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

Houston, Texas

Dec. 2017 – Jan. 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 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.

## Work Experience (cont.)

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### PerSys Medical

Business Technology & Marketing Manager

Houston, Texas

Jun. 2013 – Dec. 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

Internal Information Specialist

Irvine, California & Austin, Texas

Sep. 2008 – Jun. 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

Sep. 2011 – Nov. 2011

Selected to join 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.

Specialist Game Master

June. 2007 – Sep. 2008

Tier 3 customer service and support, handling complex issues such as fraud and account restoration.

## Volunteer & Hobby Work

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### Official Overwatch Fan Reddit

2018 - present

Serve as chief liaison to the community for policy changes, announcements, and feedback. Design and deploy visual changes. Coordinate with tournaments, developers, media on game events and coverage.

- Grew from 25,000 subscribers to 5,400,000, reaching 100,000,000 unique monthly viewers.
- Developed popular subreddit theme, wrote unique filtering system and community bots.
- Formerly responsible for day-to-day moderation, attending press events, and staff onboarding.

## Skills & Certification

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### Technical Skills

Expertise in HTML, CSS, Adobe Photoshop  
Technical Writing, Software Documentation

Agile Project Management, Scrum  
Khoros, Jekyll, Drupal, JavaScript, Python

### Certifications

Certified Associate in Project Management (2011 - 2016)