

# Mickey Molad

Communications Specialist

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832-372-3926

## Work Experience

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### cPanel, Inc.

Community Manager

Houston, Texas

2017 – 2018

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

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

### PerSys Medical

Business Technology Manager

Houston, Texas

2013 – 2017

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

- Unified four subsidiary companies to single brand strategy for trade shows, photos, marketing videos, etc.
- Managed US communications via emails, online ads, press releases, medical journals, IFUs, contracts, etc.
- Launched new global corporate website, leading project from global requirements gathering, feedback and evaluation, platform testing, to coding and design. Reached goal of 10% reduction in bounce rates.
- Manage yearly budget for IT department; hired and managed staff for digital and print marketing team.

### Blizzard Entertainment

Internal Information Specialist

Irvine, California & Austin, Texas

2008 – 2013

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

- Documented content for six AAA+ releases (\$1+ billion annual revenue). Wrote policies and procedures and communicated changes to North America team, relaying changes to 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 representatives and staff.
- Expanded social media presence including Facebook launch, rocketing to over 200,000 likes in first year.

Production Assistant, Web & Mobile

2011

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

- Producer on *World of Warcraft: Mists of Pandaria* reveal website, announced at BlizzCon 2011.
- Producer on *World of Warcraft* charity auction, raising \$330,000 for St. Jude Children's Research Hospital.

## Volunteer & Hobby Work

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### /r/Overwatch

Lead Moderator, Technical Manager

Remote Position

2015 – Present

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

- Grew subscribers from 25,000 users to 1,100,000 users, reaching 100,000,000 unique monthly viewers.
- Developed popular subreddit theme, wrote unique filtering system, and created automated Python bots.
- Responsible for day-to-day moderation, attending press and media events, and new staff onboarding.

## Skills & Certification

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### Core Skills

Expertise in HTML, CSS, Photoshop

Agile Project Management, Scrum

Technical Writing, Software Documentation

Git, Jekyll, JavaScript, Python, WordPress

### Certifications

Certified Associate in Project Management (CAPM)