

ROWAN WILSON

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rowanjwilson.com

SKILLSET

- Community Management
- Social Media Management
- Graphic Design
- Copywriting
- Conflict Mediation

PROFICIENCIES

- Adobe Photoshop
- Google Workspace/G Suite
- Microsoft Office
- Open Broadcast Software
- Discord Moderation
- Twitch Moderation

ABOUT

NY based Community & Social Media Manager. Boasts a decade of experience in crafting & curating communities in the gaming space. Thrives in fast-paced environments, particularly those that emphasize on the job learning, improvisation & varied workloads. Always hungry to collect new skills & tackle unusual challenges.

Remote Work & Relocation friendly.

RELEVANT EXPERIENCE

Community & Social Media Manager

May 2018 - Present

Super Glitter Disco Party Hell

Remote

- Managed LGBT community of 200+ active members in both our chosen titles (FFXIV, GW2) & Discord. Acted as liaison between community & staff, ensuring that feedback manifested as consistent, positive change in the community.
- Maintained social media presences on our established platforms (Tumblr, Twitter). Included creation of visual assets + copy, answering comments/questions from community & analyzing engagement metrics to guide our social media strategy.
- Collected & analyzed member data, processed & tracked applications & scheduled/organized community events to successfully drive engagement via G Suite.
- Personally created & managed all community, social media & visual assets relevant to annual internal charity event "Pierre's Pals", incentivizing members to donate to Tyria Pride's yearly fundraiser.

Community & Social Media Manager

July 2014 - Dec 2016

Kasjory Defense Squad

Remote

- Co-Founder. Responsible for conceptualization, recruitment drives, & community/social media strategy for an LGBT GW2 community of 150+ active members, the 2nd largest of its kind.
- Effectively developed concepts for community events as well as our social media strategy + tone & executed upon them, resulting in explosive initial growth (70+ members onboarded in first 2 weeks).
- Ensured smooth operation of community Mumble & later Discord. Gained in-depth understanding of Discord's software + tools in this position & have kept up-to-date since.
- Assessed community wants/needs to craft solutions specifically tailored to our space.

MISCELLANEOUS EXPERIENCE

Wellness Ambassador

Mar 2020 - May 2021

Aqua Spa Float Center

Oswego, NY

- Planned & created catalogue of retail products for employee use. Project included crafting written assets consistent with our retail partners' tones, compiling products into easy to cite pages & formatting for both physical & digital variants.
- Misc. responsibilities, including hardware/software troubleshooting & keeping social media manager abreast of activity on social media + marketing trends within the industry.