

# ROWAN WILSON

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DEAR HIRING MANAGER:

My name is Rowan Wilson, and I am reaching out regarding Larian Studios' open community management position. I am a self-taught community manager with almost a decade of experience in crafting & curating gaming-centric community spaces. I am also a fan of both Larian as well as the classic RPG genre as a whole. It is my sincere belief that my experience with Larian's titles and firsthand knowledge of constructing communities make me a competitive candidate for the role.

I respect that your time is precious. As such, I have compiled a few anecdotes that highlight why I am the ideal candidate for this position:

- *I've accrued significant experience with both Larian Studios' classic RPG offerings as well as other staples of the genre.* Though I first came into the Larian community with Divinity: Original Sin in 2014, I've been playing classic RPGs my entire life. While I'm dubious on if my play has improved since then, I can say with certainty that my capacity for community-building definitely has. From the forums of days past to the densely-packed Discords of today: I am the ideal person to help manage Larian's vibrant community because *I am a part of that community*. I would not be writing this cover letter without the profound impact CRPGs such as Divinity: Original Sin have made on my life. I have vested interest in joining a team that helps bridge the gap between the players who love these titles and the developers who love making them.
- *I have been involved in creating & managing gaming spaces for a decade.* From helping run high octane Heroic 25 raiding guilds and their websites in World of Warcraft to nurturing a single, safe haven LGBT community in a then-unfriendly Guild Wars 2 social space, I've a tremendous amount of experience in this field. It's always been more than just writing good copy, or being a liaison between players & the team for me. It's about using those analytics, all that community feedback and, yes, the handcrafted memes to build something players and fans are proud to call themselves a part of.
- *I live for a good challenge.* The realm of gaming community management is fast-paced & ever-changing. What was standard practice yesterday can be considered gouché today, often with little warning. This is often doubly true with fandoms as passionate as the one surrounding CRPGs: it's a niche genre that attracts a very engaged audience. They will gladly tell you what they liked and didn't like... albeit sometimes a bit bluntly! Crafting a community presence that meets all of their needs- as well as the needs of Larian Studios itself- has the potential to be hard. That's precisely the reason this position excites me! Creating something great is seldom easy, and I want to be a part of a team that creates something great.

Thank you so much for your time and consideration! I'm happy to field any questions via email at [rowanjw@pm.me](mailto:rowanjw@pm.me), or at my mobile number (315)-341-8668. I wish you and your team well in the busy pre-E3 season (even though we may be sans E3 this year) and look forward to hearing from you soon!

SINCERELY,

Rowan Wilson