

# Tyler Nelson

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## Work Experience

### Pearl Abyss America

#### Community Manager (Black Desert)

December 2021 – Present

Manhattan Beach, California

Black Desert is a seamless, open-world MMORPG launched on PC globally in 2016 with Xbox and PlayStation support in 2019.

- Main point of contact for players of Black Desert Console. Director & Main Host for all livestreams on [Twitch](#) & [YouTube](#). Host & MC for in-person [Voice of Adventurers](#) and [Adventurers' Oasis](#) events promoting Black Desert across all platforms.
- Manage numerous social media & blog platforms ranging from [Facebook](#) & [X \(Twitter\)](#) to [Xbox Wire](#) & PlayStation News.
- Script, storyboard, record, and publish marketing & guide videos to YouTube and other SNS channels.
- Launched the [Console Content Creator Program](#). Partnering with over 20 creators on Twitch and YouTube.
- Launched the [Console Ambassador Program](#). Continually building a global team of players to provide a welcoming environment.
- Introduced regular [GM Events](#). Bringing engaging minigame experiences to players across the globe.
- Overhauled existing [Discord](#) community. Implemented a feedback pipeline with detailed weekly reports on metrics. Launched consistent engagement events, ranging from screenshot/art submissions to contests to drive growth on the platform.

Additional Responsibilities: *Drafting website notices, creating assets, event ideation, gameplay reports to relevant teams (QA, Game Design, etc.)*

### HoYoverse

#### Global Community Management (Genshin Impact)

April 2021 – December 2021

Redmond, Washington

Genshin Impact launched cross-platform (PC/Console/Mobile) in 2020. ~65M monthly active users and over \$4B in revenue to date.

- Regularly compiled and reported on UI/gameplay suggestions from players to relevant teams. These reports helped to prioritize the development of quality-of-life (QOL) functions and other content, increasing user satisfaction.
- Implemented a new feedback channel through Discord specifically targeted at core, long-term players and VIPs. Categorized player sentiment towards game topics based on metrics such as level, start date, and average daily playtime.
- Beta tested new builds of Genshin Impact on multiple platforms prior to release (PC, PlayStation, and Android). Ensured stability on different devices, reported on bugs/issues, created a knowledge base on new content for CS team.

Additional Responsibilities: *Managed structure of Discord server, addressed questions/concerns through CS tickets, gauged community sentiment.*

### Microsoft

#### Intern

Summers 2016, 2017, 2018

Redmond, Washington & Tokyo, Japan

- Data Science Research Intern within the Business Applications Group. Improved support chatbot experience for Microsoft & clients. Researched Natural Language Processing (NLP) for PowerBI. Created test databases/dashboards for NLP research.
- Worked to port Microsoft Pix (AI camera application) to Universal Windows Platform (UWP). Created wrappers for existing C++ code and developed in Unity for HoloLens. Participated in company-wide hackathon.
- Furthered Microsoft Office Online's reach to consumers/businesses by expanding platform compatibility and ease-of-use. Created a prototype Google Chrome extension for Docs.com (Office file sharing and discovery – replaced by SlideShare).

## Education

### Purdue University

#### Bachelor of Computer Science

2016 – 2020

West Lafayette, Indiana

Focus: Artificial Intelligence (AI) and Machine Learning (ML). Honored as Outstanding Freshman in CS in Fall 2016.

- Heuristic search, knowledge reasoning, data mining, databases, query languages, exploratory data analysis, predictive modeling.
- Board Member of Japan Student Association. Overwatch E-Sports Team Captain in 2017.

### Waseda University

#### Study Abroad

Spring 2019

Tokyo, Japan

- Comprehensive Japanese 3: Third year immersion Japanese. Focused on improving writing, reading, and speaking skills.
- Video Game Studies: Digital game history, theory, terminology, how the industry operates, how games have shaped culture.

## Skills & Interests

- Social Media & Blogging: X(Twitter), Facebook, Instagram, Discord, YouTube, Twitch, Xbox Wire, Xbox Club, Xbox Events Portal, PlayStation Blog, PlayStation News
- Programming: C++, Python, Java, JavaScript, R
- Storyboard & Direction: Videos & Livestreams
- In-person event planning & hosting
- Adobe Photoshop, Premiere, Lightroom, etc.
- Travel (23 Countries Visited)
- Photography & Filmmaking
- Model building: Gunpla, Warhammer 40k
- Tabletop Games & Collaborative Storytelling
- Robotics, 3D Printing, 3D Software
- Trade Shows: TwitchCon, PAX, Tokyo Game Show, Wonder Festival, Anime Expo, Sakura-Con