

# Tyler Nelson

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## Work Experience

### **Community Manager (Black Desert), Pearl Abyss America, Manhattan Beach CA**

**December 2021 – Present**

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

- Director & Main Host for all official Black Desert Console livestreams on [Twitch](#) & [YouTube](#) since 2022.
- Scripted, storyboarded, recorded, and published several guide videos to help new players. Guide videos received over 5x the average views on the Black Desert Console YouTube channel, with clear positive reception from players.
- Host & MC for in-person “[Voice of Adventurers](#)” and “[Adventurers’ Oasis](#)” events across America promoting Black Desert as an IP.
- Managed 11 social media & blog platforms – ranging from [Facebook](#) & [X \(Twitter\)](#) to [Xbox Wire](#) & PlayStation News.
- Launched the [Console Content Creator Program](#). Partnered with over 20 creators on Twitch and YouTube.
- Launched the [Console Ambassador Program](#). Built a global team of dedicated players to provide a welcoming environment.
- Introduced regular “[GM Events](#)”. Brought engaging minigame experiences to over 4000 unique users globally.
- Overhauled existing [Discord server](#). 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 Include (but not limited to): *Drafting official website notices, creating image & video assets, publishing to PlayStation News, Xbox Club, and Xbox Events App, in-game event ideation, creating gameplay reports to relevant teams (QA, UI, Game Design, etc.).*

### **Global Community Management (Genshin Impact), HoYoverse, Redmond WA**

**April 2021 – December 2021**

*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.*

### **Intern, Microsoft, Redmond WA & Tokyo JAPAN**

**Summers 2016, 2017, 2018**

- 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 – succeeded by SlideShare).

## Education

### **B.S. in Computer Science, Purdue University, West Lafayette IN**

**2016 – 2020**

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

- Heuristic search, knowledge reasoning, data mining, relational databases, query languages, exploratory data analysis, predictive modeling.
- Japan Student Association: Board member & marketing team. Coordinated events, designed posters & membership cards.
- Overwatch E-Sports Team: Spring 2017 Team Captain. Recruited members, organized practice and matches. Promoted esports at Purdue.

### **Japanese Study Abroad, Waseda University, Tokyo JAPAN**

**Spring 2019**

- 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

- Social Media: X(Twitter), Facebook, Instagram, Discord
- Video Content: YouTube, Twitch
- Blogging: Xbox Wire, Xbox Club, Xbox Events, PlayStation Blog, PlayStation News
- Program Management: Content Creator Program, etc.
- Storyboard & Direction: Videos & Livestreams
- In-person event planning & hosting
- Adobe Photoshop, Premiere, Lightroom, etc.

## Interests

- Travel (23 Countries Visited)
- Photography & Filmmaking
- Model building (Gunpla, Warhammer)
- Tabletop Games & Collaborative Storytelling
- Robotics, 3D Printing, 3D Software
- Trade Shows: TwitchCon, PAX, Tokyo Game Show, Wonder Festival, Anime Expo
- Tennis & Cycling