# TYLER NELSON

Project Manager | Community & Product Operations

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Results-oriented professional with a strong foundation in community strategy, live-service operations, and cross-functional execution. Experienced in driving global initiatives across tech and gaming by aligning product, development, and support teams. Skilled in translating user insights into scalable improvements. Pursuing PM roles to deliver scalable, data-informed, and user-centered solutions.

## KEY SKILLS & COMPETENCIES

### Project & Operations Skills

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| Project Management | Technical Specification Design | Stakeholder Engagement |
| Product Development Lifecycle | KPI Definition & Tracking | Technical Documentation |
| Risk Assessment & Mitigation | User Feedback Integration | End-to-End Project Execution |

### Gaming & Platform Expertise

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|---|---|---|
| Community Management | Social Media Strategy & Execution | Live & Virtual Event Hosting |
| Live-Service Game Operations | On-Camera & In-Person Talent | Multi-Platform QA |
| Gamification & UX Optimization | Creator & Influencer Programs | Digital Asset Production |

## TECHNICAL & SOFTWARE PROFICIENCIES

C++ | Python | Java | JavaScript | HTML | CSS | Adobe Photoshop | Premiere | Lightroom | Livestreaming

## PROFESSIONAL EXPERIENCE

### TWILIO | Redmond, WA | 2024-2025
### Community Manager

Informed and championed developer engagement, platform optimization, and community-driven learning initiatives, driving user engagement and elevated experiences. Analyzed and interpreted user feedback and performance metrics, identifying opportunities for improvement and addressing user concerns. Maintained a current and up-to-date knowledge and understanding of industry trends and changes.

- Led end-to-end planning and execution of developer community platform expansion, driving 100% user growth in nine months through marketing campaigns and targeted outreach utilizing Twilio Segment's enriched customer profiles.
- Designed spec, directed cross-functional partners, and built new point & badge-based gamification system for developer community platform to increase engagement KPIs and retention.
- Designed spec, managed stakeholders, and built new integration of Segment University tools into developer community platform, improving discoverability of learning and self-help resources.

**PEARL ABYSS AMERICA | Manhattan Beach, CA | 2021-2024**
Community Manager

Steered voice of brand for Black Desert Console across livestreams, in-person events, and social platforms. Led production of community-facing content including guides, marketing videos, and developer messaging. Built and managed creator and ambassador programs to foster an inclusive community and drive player engagement.

- Overhauled Discord platform into a structured, data-informed player hub by implementing feedback pipelines and launching weekly sentiment analytics reports to guide live-service decision-making.
- Repositioned role scope to include live-service event operations; designed and project-managed 100+ global in-game events and minigames, enhancing player retention and platform engagement.
- Coordinated cross-channel engagement strategy, producing and hosting livestreams and events across Twitch, YouTube, and international in-person venues to increase player interaction and brand visibility.
- Built and scaled global Console Creator & Ambassador Programs, onboarding 20+ influencers and coordinating campaign efforts to boost user-generated content (UGC), improve new-player onboarding satisfaction, and support player advocacy strategy.

**HOYOVERSE | Redmond, WA | 2021**
Global Community Management

Key liaison between Genshin Impact players and development team, supporting global PC, console, and mobile communities. Managed Discord structure and moderation while addressing sentiment via support tickets and outreach. Delivered strategic feedback pipelines to guide product development.

- Developed a structured feedback pipeline, synthesizing community insights into 30+ weekly reports for product and support teams, resulting in improved satisfaction and more efficient support workflows.
- Launched high-impact feedback channels for VIP/core users in Discord, managing insight collection to inform prioritization of QoL improvements and content development.
- Supported cross-platform launch and patch management for Genshin Impact through beta testing across PC, PlayStation, and Android; identifying cross-platform issues and building a knowledge base to deliver stable and bug-free experiences across three major version releases.

## EDUCATIONAL EXPERIENCE

**MICROSOFT | Redmond, WA; Tokyo, Japan | Summers 2017-2018**
Intern

Microsoft Office intern in summer of 2017. Business Applications Group research intern in summer of 2018.

- Maximized support chatbot user experience and produced more accurate and contextual query handling, researching and applying Natural Language Processing (NLP) techniques for PowerBI.
- Designed Universal Windows Platform (UWP) compatible Unity prototypes integrating Microsoft Pix and HoloLens; authored C++ wrappers to enable cross-platform functionality testing.
- Prototyped a Google Chrome extension for Microsoft Office Online to improve accessibility and increase user engagement across the docs.com platform.

## EDUCATION

**Bachelor of Computer Science | Purdue University | West Lafayette, IN | 2016-2020**

Focus: Artificial Intelligence (AI) & Machine Learning (ML). Honored as Outstanding Freshman in Computer Science.

**Japanese Study Abroad | Waseda University | Tokyo, Japan | 2019**

Comprehensive Japanese Immersion program and Video Game Studies.