Tyler Nelson

15927 NE 59th Way, Redmond, WA 98052

tylernel@live.com – (425) 623-0677 – tylerjnelson.github.io – linkedin.com/in/tylernel

Work Experience

Pearl Abyss America   **December 2021 – Present**

Community Manager (Black Desert)   *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   **April 2021 – December 2021**

Global Community Management (Genshin Impact)   *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   **Summers 2016, 2017, 2018**

Intern   *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   **2016 – 2020**

Bachelor of Computer Science   *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   **Spring 2019**

Study Abroad   *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