

# Jack D. Callahan

Brand and PR Strategist

## Summary

Student with years of grassroots community building and event planning who is focused on using the power of games to celebrate the human experience through branding and public relations.

## Contact

**817.691.9577**

Boulder, CO

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/in/jackdcallahan

## Education

BS – Strat. Comm. (Exp. Fa 2021)  
*University of Colorado Boulder*

## Projects

CU Gaming – *The premier Gaming and Esports organization at CU Boulder*

CoronaClash – *Rocket League Charity event that raised over \$6000 for Covid-19 relief*

Flatiron 3 – *Largest Super Smash Bros. tournament ever to be held in Colorado*

## Skills

Branding

Career Development

Communication

Communities

Design

Event Planning

Knowledge Management

Leadership

Moderation

Project Management

Social Media

Tournament Organization

Web Development

## Experience

### NA Community Manager (Avakin Life)

*Lockwood Publishing*

*Oct '20 - Present*

- Produced campaigns shared to 1.35m+ followers on Facebook, Instagram, TikTok, and Twitter
- Engaged and moderated YouTube audience while managing video content schedules
- Worked with partners to integrate their brands into in-game promotions and social campaigns

### Broadcast Moderator

*Blizzard Entertainment*

*Feb '20 - Present*

- Moderated chats for Overwatch League broadcasts exceeding 70,000 viewers
- Analyzed broadcast data regarding viewership and sentiment to create data reports

### Community Coordinator

*Blizzard Entertainment (Tespia)*

*Jun '19 – Jun '20*

- Facilitated hundreds of student chapter leaders across the United States and Canada
- Recommended best practices for clubs, events, career development, and esports to student leaders and university administration
- Oversaw the Regional Restructuring project that streamlined chapter programming, onboarding, and organization
- Developed a knowledge management platform that consolidated documentation while allowing for collaboration by chapter leaders
- Mentored chapter leaders through personal consultations – turning my success into theirs