

Jack D. Callahan

Brand and PR Strategist

Summary

Strategist 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

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Education

Strategic Comms. 2016-2020
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