

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

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/in/jackdcallahan

Education

BS – Strat. Comm. (Exp. Sp 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

Web Development

Experience

Broadcast Moderator

Volt Workforce Solutions

Feb 2020 - Present

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

Community Coordinator

Blizzard Entertainment (Tespia)

Jun 2019 - Present

- 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

Head of Community Relations

Space Productions

Jul 2018 – Oct 2019

- Acted as the community lead for CLG's LCS Academy broadcast production
- Worked with UCLA on their PAC-E tournament series