

Jack D. Callahan

Brand and PR Strategist

Summary

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

Contact

817.691.9577

Boulder, CO

jack@thewaylightattaches.com

/in/jackdcallahan

Education

BS – Strategic Communications
(Exp. Sp 2021)
University of Colorado Boulder

Projects

CU Gaming – *Premier Gaming and Esports at CU Boulder*

CoronaClash – *Event that raised \$6000+ for Covid-19 relief*

Flatiron 3 – *Largest Smash tournament in Colorado*

Events

Blizzcon '19 – *Guest Experience*

DH ANA '19 – *Stage Manager*

DH DAL '19 – *Stage Manager*

DH ATL '18 – *Stage Manager*

Skills

- Branding
- Career Development
- Communication
- Communities
- Design
- Event Planning
- Knowledge
- Leadership
- Moderation
- Project Management
- Social Media
- Web Dev

Awards

Tespa Retreat 2018 Invitee

UCI Invitational 2018 Finalist

Experience

Community Coordinator

Blizzard Entertainment (Tespa) 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

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

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 and on-campus event