XMG Studio Inc. is an award-winning developer of mobile games that has released 18 mobile games in various genres targeting casual game players of which 7 games have in excess of a million installs and several have won industry awards for best in class. Named one of the top global mobile games developers to watch by industry media & 50 best places to work in Canada.

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**Roles and Responsibilities**

**Marketing, Special Events, and Digital Content Creator**

**-- Marketing --**

Develop and implement engaging marketing strategies for mobile games, mobile applications, websites, augmented reality, hackathons and industry events. Marketed 9 mobile titles, 3 hackathons, and 3 websites, 7 industry events)

**-- Business Development --**

Identifying and assessing opportunities for growth between XMG and a wide variety of other creative organizations. Partnerships included The Government of Canada, Sony, Hungry Eyes, Smoke Bomb, IBM, McDonalds, Unity.

**-- Hackathon Organizer & Event Planning --**

Planned and executed hackathon events to engage with our target demographic, to raise awareness of the XMG brand and to give back to the developer community. Worked on 4 hackathons with a combined total of 2000 participants that created a total of 1124 new IP.

**-- Social and Community Management--**

Managed the XMG corporate accounts and all XMG game accounts across Twitter, Facebook, Youtube, Tumblr and Instagram. I built and grew the communities surrounding our games and brand.

**-- Market Research --**

Conduct market research to find valuable information about customers, competitors and new opportunities for XMG to grow.

**--Game titles worked on--**

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Fashion Star Designer, Fashion Star Boutique, Cows Vs Aliens, Dragonwood Academy, Ghostbusters, Inspectors Gadget, Degrassi, The Angry Billionaires, Travel Detective, Drag Racer World, The Music Biz

XMG Studio Inc. is an award-winning developer of mobile games, the company has released 18 mobile games in various genres targeting casual game players of which 7 games have in excess of a million installs and several have won Best App Ever industry awards for best in class. Named as one of the top global mobile games developers to watch by industry media & 50 best places to work in Canada, XMG developed a track record of innovation excellence.

**--Game titles worked on--**

Fashion Star Designer, Fashion Star Boutique, Cows Vs Aliens, Dragonwood Academy, Ghostbusters, Inspectors Gadget, Degrassi, The Angry Billionaires, Travel Detective, Drag Racer World, The Music Biz

**Roles and Responsibilities**

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Partnerships included The Government of Canada, Sony, MuchMusic, Hungry Eyes, Smoke Bomb, IBM, McDonalds, Unity.

**-- Hackathon Organizer & Event Planning --**

Planned and executed nationwide hackathons to engage with our demographic, to raise awareness of the XMG brand and to give back to the developer community. Worked on 4 hackathons with a combined total of 2000 participants that created a total of 1124 new IP. Plan and executed a wide variety of special industry events for marketing and promotional purposes including, conferences, pitch days, workshops, grand finale parties, promotional and press events.

Skills: Event planning and coordinating, event management, including Inspiration Day, conferences, road show events

**-- Social and Community Management--**

Managed the XMG corporate accounts and all XMG game accounts across Twitter, Facebook, Youtube, Tumblr and Instagram. I help strengthen and grow the communities surrounding our games and brand. Develop and implement marketing strategies for each specific social media platform, taking into account their unique stregths and weakness for communicating.

Skills: Multiple account management, Social monitoring, content curation, content creation, copywriting, scheduling and automation, Facebook ads, Twitter ads,

**-- Market Research --**

Conduct market research to find valuable information about customers, competitors and new opportunities for XMG to grow.

Skills: analytics tools, social media metrics, community feedback, good ol fashioned research

-- Marketing --

Develop and implement engaging marketing strategies for a variety of products and services including mobile games, mobile applications, websites, augmented reality and hackathons. (Marketed 9 mobile titles, 3 hackathons, and 3 websites)

-- Business Development --

Identifying and assessing opportunities for growth between XMG and a wide variety of other creative organizations and I support our current business growth initiatives.

-- Hackathon Organizer --

Planned and organized 3 nationwide hackathons (GCA3, GCA4, CODE) with a combined total of almost 2000 participants that created a total of 1124 new IP (mobile and desktop applications).

www.greatcanadianappathon.com

www.canadianopendataexperience.com

-- Social and Community Management--

Currently managing the social media accounts for the Canadian Open Data Experience and Great Canadian Appathon.

-- Events --

Plan and throw special industry events. Planned and executed "Inspiration Day", a day of speeches from technology and open data industry leaders from McKinsey & Company, OpenText, IBM, Accel Partners, OneEleven and the Government of Canada. Planned and organized 3 Grande Finale Hackathon Parties, all included live pitches, celebrity judges and over $30,000 in prizes each, followed by an after party.

-- Market Research --

Conduct market research to find valuable information about current and potential customers by using analytics tools, social media metrics, community feedback and good ol fashioned research

I organize and market inspiring hackathon events that drive innovative solutions for technological and social challenges and spur entrepreneurship.

Interested in the power of hackathons? Reach me at andrew@hackworks.com or visit www.hackworks.com for more info.

XMG

Business Development, Marketing and Special Events

---- Company Overview ----

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---- Responsibilities ----

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