



JIMMY BOWERS

PROFILE

Video game Community Manager with a special interest in games writing and narrative design. Skills in copywriting, copyediting, brand management, and comms. Ex-freelance games journalist, working as a Staff Writer at [Switch Player Mag](#) and [DualShockers](#) (with additional bylines at [MCV](#), [Lock-On](#), and [Ukie](#)). I also managed a portfolio of journalists at [playwatchrecord.com](#), a now retired website I founded, exploring untold stories from within video games (supported by my own supplemental [YouTube channel](#)). Mental health and LGBTQ+ advocate. Into Games Video Game Ambassador.

CONTACT & ESSENTIALS

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ADDRESS

1 Vermont Close, Church Warsop,
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SKILLS

- **WRITING** - Microsoft Office and Final Draft
- **NARRATIVE DESIGN** - Twine and Inky
- **CONTENT CREATION** - Adobe Creative Cloud (Photoshop, Premiere Pro, Audition, and Acrobat DC)
- **WEB MANAGEMENT** - Wordpress, Wix, and Dato CMS
- **COMMUNITY MANAGEMENT** - Sentiment analysis, social media, influencer management, and community strategy
- **TEAM MANAGEMENT** - Discord, Confluence, and Slack
- **REPORTING & PRESENTING** - PowerPoint and Excel

RELEVANT EXPERIENCE

LIVEOPS COMMUNITY MANAGER
SUMO DIGITAL, SHEFFIELD, SOUTH YORKSHIRE
OCTOBER 2023-PRESENT

Working development side on an unannounced title, establishing in-game and out-of-game community features and requirements, co-authoring feature request documentation, establishing IP tone of voice, and working with the Narrative Lead to establish seasonal narrative wrappers and story consistency.

COMMUNITY MANAGER
NDREAMS, FARNBOROUGH, HAMPSHIRE
MARCH 2021-OCTOBER 2023

Working within the Publishing team of this award-winning VR developer and publisher. Providing social media management, sentiment analysis, copywriting, and community strategy. Owning consumer-facing marketing efforts as well as management of influencer and content creator relationships. I manage audience expectation, whilst being the primary point of contact within the studio. I also help produce content marketing for key projects, such as ghost writing for senior developers within the team.

COMMUNITY MANAGER (TEMP VOLUNTEER)
PRIMORDIAL GAME STUDIOS, REMOTE-BASED
NOVEMBER 2020-FEBRUARY 2021

Working with the indie-based Dundee team to help grow a community from scratch during the pre-funding phase of their first project, setting up the official community Discord server and managing their social media. I also assisted with the creation of their brand guidelines to ensure the tone of voice of the studio would be consistent.

MARKETING ASSISTANT (CONTENT MARKETING SPECIALIST)
AARDVARK SWIFT, ROTHERHAM, SOUTH YORKSHIRE
OCTOBER 2019-MARCH 2021

Working as the content marketing specialist for [Aardvark Swift](#), award-winning video game recruiter, my role focused on creating original videos, articles, podcasts, and social comms to supplement the needs of the business.



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INTERESTS/HOBBIES

- **Road Trips** – Days out with my fiancé and our daughter.
- **Reading/Gaming** – I really enjoy the Fantasy, Dystopian, Cyberpunk, Satirical Fantasy, and Techno Horror genres.
- **Creative Writing** – I generally work in the same genres I enjoy reading, but I love experimenting with all genres. As well as prose, I write scripts for film, TV, and graphic novels.
- **Indie Game Development** – I self-taught myself Twine and the basic scripting language Harlowe as an extension of my creative writing. It allows me to make text-based branching narrative games.

AWARDS

MANAGER'S PLAYER 2019/20
(EMPLOYEE OF THE YEAR) –
AARDVARK SWIFT

MCV/DEVELOP 30 UNDER 30 2022
HONOURABLE MENTION

EDUCATION

BACHELOR OF ARTS IN ENGLISH LITERATURE (CREATIVE WRITING)
OPEN UNIVERSITY, MILTON KEYNES, BUCKINGHAMSHIRE
Upper Second-class Honours (2:1) – 2019

PHOTOSHOP, PREMIERE PRO, AUDITION, AND AFTER AFFECTS
ARMADA TRAINING, SHEFFIELD, SOUTH YORKSHIRE
An Introduction to... Certificate – 2020

EXTRA WORK

GAMES WRITING & NARRATIVE DESIGN

I've been fortunate to be involved in story/narrative focused tasks on a number of different projects.

Ghostbusters: Rise of the Ghost Lord (nDreams) – Provided copyediting and ideation support on the story overview document ahead of a meeting with key stakeholders.

Synapse (nDreams) – Copywriting and copyediting support on the game pitch deck ahead of a meeting with a first-party platform holder. Helping to refine the premise, setting, and narrative framing of in-game features.

Unannounced Project #1 (nDreams) – Provided copyediting support for the premise and story pitch document, as well as writing an early explorative deck for thematic wrappers during the ideation phase of development.

Unannounced Project #2 (Sumo Digital) – Working with the Narrative Lead to brainstorm and refine the narrative wrapper, NPCs, and in-game interactables.

CHARITY WORK

Special Effect, Remote

- **One Special Day (Aardvark Swift)** – Personally set up a team Ironman Triathlon. Contributed a 10-mile run to our overall target. Created and coordinated footage, imagery, and graphics to push across social. SpecialEffect reached out and used our content in their wrap up video.
- **One Special Day (nDreams)** – I undertook and filmed three challenges across a week. From feats of skill, to more creative offerings, [I won round two](#) for my video editing and cosplay of Dr Casper Darling from Remedy Entertainment's *CONTROL*.

REFERENCES AVAILABLE UPON REQUEST