



JIMMY BOWERS

PROFILE

Award-winning Community Manager with a special interest in games writing and narrative design. Skills in copywriting, copyediting, brand management, content marketing, and comms strategy. 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 advocate. Co-founder of the [LGBTea ERG](#) and [Into Games 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
- **COLLABORATION** - Confluence, Miro, and Slack
- **REPORTING & PRESENTING** - Sprout and Meltwater

RELEVANT EXPERIENCE

LIVEOPS COMMUNITY MANAGER

[SUMO DIGITAL](#), SHEFFIELD, SOUTH YORKSHIRE

OCTOBER 2023–PRESENT

Working development side on an unannounced title, establishing both in and out of game community features and requirements, co-authoring feature requests, determining IP tone of voice, and working with the Narrative Lead to establish and define game tone, narrative wrappers, and NPC requirements.

COMMUNITY MANAGER

[NDREAMS](#), FARNBOROUGH, HAMPSHIRE

MARCH 2021–OCTOBER 2023

Worked within the Publishing team of this award-winning VR developer and publisher. Provided social media management, sentiment analysis, copywriting, and community strategy. Owned consumer-facing marketing efforts as well as management of influencer and content creator relationships. I managed audience expectation and was the point of contact within the studio. I also assisted with games writing and narrative tasks as we were without a dedicated narrative function.

COMMUNITY MANAGER (TEMP VOLUNTEER)

[PRIMORDIAL GAME STUDIOS](#), REMOTE-BASED

NOVEMBER 2020–FEBRUARY 2021

Worked with the indie-based Dundee team to help grow a community from scratch during the pre-funding phase of their first project. I set up the official community Discord server and managed 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. Studio has since closed.

MARKETING ASSISTANT (CONTENT MARKETING)

[AARDVARK SWIFT](#), ROTHERHAM, SOUTH YORKSHIRE

OCTOBER 2019–MARCH 2021

Worked as the content marketing specialist for Aardvark Swift, award-winning video game recruiter. My role focused on creating original videos, articles, podcasts, and social activations to supplement the needs of the business.



JIMMY BOWERS

INTERESTS/HOBBIES

- **Road Trips** – Days out with my fiancé and our daughter.
- **Reading/Gaming** – I really enjoy the Fantasy, Dystopian, Cyberpunk, Satirical Fantasy, and Sci-Fi genres.
- **Creative Writing** - I love experimenting with all genres. As well as prose and games writing, 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 '22
[HONOURABLE MENTION](#)

MCV/DEVELOP MARKETING STAR '23
[NDREAMS PUBLISHING TEAM](#)

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.

[Synopsis \(nDreams\)](#) – 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, event narratives, 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