



JIMMY BOWERS

PROFILE

Over seven years of marketing-based experience. Video game Community Manager. Content marketing specialist, with skills in copywriting and influencer management. 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. Video Game Ambassador with Into Games.

CONTACT & ESSENTIALS

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SKILLS

- **COMMUNITY MANAGEMENT** – Sentiment analysis, social media, influencer management, and community strategy
- **WRITING** - Microsoft Office and Final Draft
- **CONTENT CREATION** - Adobe Creative Cloud (Photoshop, Premiere Pro, Audition) and Audacity
- **WEB MANAGEMENT** – Wordpress, Wix, and Dato CMS
- **TEAM MANAGEMENT** - Discord, Basecamp, and Slack
- **REPORTING** – Sprout Social, PowerPoint, and Excel
- **NARRATIVE DESIGN** - Twine and Yarnspinner

RELEVANT EXPERIENCE

COMMUNITY MANAGER NDREAMS, FARNBOROUGH, HAMPSHIRE MARCH 2021–PRESENT

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. My aim was to boost the company's authority within the video game industry, coordinating content in-line with the recruitment team's activities. From editorial pieces written in collaboration with partner studios, to podcast interviews, and charity work. I planned, produced, edited, and delivered all of my own work.

FREELANCE GAMES JOURNALIST DUALSHOCKERS, SWITCH PLAYER, ETC (REMOTE-BASED) JUNE 2019 – MARCH 2021



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INTERESTS/HOBBIES

- **Road Trips** – Days out with my wife and our daughter.
- **Reading/Gaming** – I really enjoy the Fantasy, Dystopian, Cyberpunk, Sci-Fi, and Satirical Fantasy 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.
- **Dog Walking** – Spending time with my Sprocker Spaniel.

AWARDS

MCV/DEVELOP 30 Under 30
[Honourable Mention 2022](#)

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

nDreams, Additional Tasks

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

Ghostbusters: Rise of the Ghost Lord – Provided copyediting and ideation support on the story overview document ahead of a meeting with key stakeholders, IP holders, and development partners.

Synapse – 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, story overview, and narrative communication of in-game features.

Unannounced Project – 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.

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)** – Working alongside this valued studio partner whilst working at Aardvark Swift, I undertook and filmed three challenges across the 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