

Professional Summary

Experienced Community and Social Manager of 9 years with a focus in leading large-scale creative and gaming communities as well as owning social and creative strategy. Known for growing, engaging, and maintaining online communities across social platforms and forums using data-driven, creative initiatives including live events, influencer programs, interactive campaigns, and player-facing activations designed to bolster growth and retention. Highly experienced in sentiment and feedback analysis and reporting, translating community insights into actionable recommendations to influence development and Live Ops teams. Comfortable guiding and evolving brand voice and social experimentation to align with marketing and game updates.

Skills

- Community & Social Strategy Ownership (Discord, Reddit, Social Plats)
- Sentiment & Feedback Analysis Using 3rd Party Tools (Radarly)
- Influencer/Creator Program & Event Management
- KPI and Growth Ownership (Sprinklr, Discord Analytics, Loomly)
- Player Engagement and Retention Activations (ARGs, AMAs, Polls)
- Live Stream and Video Creation (YouTube, Twitch, Adobe Premiere, OBS)
- Copy Writing: Blog, Release Notes, Social & Marketing
- Community Trust, Brand Reputation, and Crisis Response (Escalation Processes and Internal Comms)

Work History

Community Manager

05/2023 - Current

Cat Daddy Games – Kirkland, WA

Responsible for all social, community, and communication elements for mobile title WWE SuperCard. Created social and community strategies and calendars for all Discord, social, and blog content including creative assets and copy. Collaborated with developer and live-ops teams to share player feedback and influence game development.

- Created and executed unique Discord content strategy to keep core players informed and interested, grew a stagnant server to a weekly audience of 5-10k active players, total size 100k+ members
- Implemented social engagement strategies such as ARGs, AMAs, Polls, DnD campaigns, live streams, and influencer programs to hit new impressions and engagement standards, improving impressions by an average of 10k per post and dramatically increasing Discord activity
- Helmed player feedback and sentiment analytics with weekly community sentiment reports used to influence key development and live ops decisions leading to increased player sentiment and revenue during major in-game events
- Helmed and directed influencer content program "SuperClub", to create organic traffic (1M+ lifetime impressions) to promotions, collect feedback, and spread key information throughout the playerbase
- Implemented modernized social and community voice designed to connect with wrestling and gaming fans
- Worked closely with 2K Marketing teams to support large Live ops beats with Talent social copy, blogs, and creative initiatives to raise social engagement by ~30% from average
- Attended multiple WWE events to capture live content and engage with players

Community Manager - Podcast Editorial

05/2021 - 10/2022

Spotify – Seattle (Remote), United States

Responsible for the community element of the Podcast Editorial team. Pitched, planned, and built multiple community spaces and initiatives to support podcasters and raise listenership across key shows.

- Created new Discord server to connect podcast listeners to high-profile podcasters and members of the podcast editorial team, which grew to 4,000 members in the first year
- Created full content schedule and strategy for growing podcast listenership and discovery including interviews, listening parties, and curated recommendations, leading to an additional 100k listens across multiple podcasts
- Collaborated with high-profile podcast hosts to create unique and exclusive content including written and video interviews
- Collaborated with social and marketing teams to create content aligned with overarching initiatives, including conducting polls that contributed to the yearly Spotify Wrapped engagement
- Created reporting process and cadence to reflect and analyze content performance across community channels
- Worked individually with community "Stars" to create leaders within the community

Community Manger | Artist Relations

02/2020 - 05/2021

Adobe Stock – Seattle, Washington

Responsible for the community elements of the Adobe Stock team, including Discord and community support. Worked with adjacent content teams to schedule continual programming, curated content, and live events. Created weekly community analytics to report community engagement and goals across multiple teams.

- Helmed creation of Adobe Stock Photography Community, grew 5,000+ Stock artists on Discord
- Created a "Featured Artists" program to feed high-quality educational content into the community organically
- Created a "Creative Challenge" program to educate users and generate hyper-relevant stock content based on user demands, leading to creation of ~10k (and counting) new stock assets
- Worked with leadership team to select images, content, and updates to share on weekly live stream of 1000-2000 viewers

Digital Content Marketing | Community Manager

03/2017 - 07/2019

GawkBox

Solely responsible for all user-facing communications for GawkBox's suite of livestreaming tools. Responsible for strategy, copy, and assets for all social/community content aimed at content creators and their audiences.

- Produced written, video, audio (podcast), and interview content to regularly reflect product updates and educate a community of ~20k
- Self-started a blog, podcast, vlog, and newsletter to reach an audience of 500k+ on a weekly basis across multiple platforms
- Hosted annual TwitchCon sessions and party for 250+ streamers
- Helmed social strategies to grow and engage social following from 0 - 12k over a year
- Created and maintained company Discord server, managed channels and implemented moderation bots to grow server to a size of 10,000 users
- Designed, planned and executed a user-generated content competition that generated 15 organic promotional videos, increased inbound signups by ~15% during campaign
- Personally managed high-value Gaming content creators to encourage product utilization through genuine relationships
- Managed internal communication between community and engineering teams, including product feedback
- Acquired deep knowledge of content creation and gaming on YouTube, Twitch, and Mixer to better communicate with our users

Education

Bachelor of Science: Advertising - 4.0

2015

Northern Arizona University - Flagstaff, AZ

Bachelor of Arts: Philosophy 3.8

2015

Northern Arizona University - Flagstaff, AZ

Portfolio

zakoliverhenderson.com