

# John Gilbert

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## HEAD OF MARKETING & COMMUNITY

### Digital Marketing ▪ Creative Content ▪ Video Game Dev

Digital production expert specializing in content creation and global marketing campaign management across multiple product lines for industry-leading video game companies. Engage with C-level executive leaders to align complex products and services with business outcomes. Dynamic communicator who continuously innovates to find growth opportunities and exceed marketing objectives. Recognized as an influential team leader and trusted advisor who fosters collaboration, efficiency and productivity.

#### CORE COMPETENCIES

Marketing & Content Strategy ▪ Video Production ▪ Photography ▪ Video Game Production ▪ Game Design ▪ Advertising ▪ Branding & Identity ▪ Social Media ▪ Upselling & Cross-Selling ▪ C-Level Relationships ▪ Process Improvement ▪ Contracts & Negotiations ▪ Research, Metrics & Analytics ▪ 8K Capture ▪ Lighting ▪ Video Editing ▪ Cam Ops ▪ Music Production ▪ Sound Design ▪ Voiceovers ▪ Graphic Design

### PROFESSIONAL EXPERIENCE

#### GIANT SQUID ▪ LOS ANGELES, CA

02/2022 – present

Acclaimed indie video game studio with a focus on single-player, atmospheric adventure games with titles such as *Sword of the Sea*, *The Pathless* and *ABZÛ*. Worked closely with **PlayStation® Marcom** team to support marketing initiatives for the launch and continued content for *Sword of the Sea*.

#### HEAD OF MARKETING & COMMUNITY (02/2022 – present)

Developed and managed content for the global marketing campaigns for *Sword of the Sea*, *The Pathless* and *ABZÛ*. Defined and communicated a genuine, authentic voice that represents Giant Squid online. Ensured consistent community engagement and defined big picture strategies for how to improve it. Collected and analyzed community data metrics to validate plans are working. Created gameplay trailers, screenshots, social media posts, Steam and App Store previews, live streams, and websites.

- **Drove the successful launch of *Sword of the Sea***, our inaugural self-published title, generating \$18 million in estimated revenue during week 1 across platforms.
- **Strategically devised and implemented captivating social campaigns** for game launches, content updates, and other initiatives. This not only elevated brand visibility but also contributed to a substantial increase in product adoption.
- **Screenshots featured in magazines**, such as *Game Informer* and *New York Times*. Launch trailers published on PlayStation social channels and blogs.
- **Identified community feedback trends** and tactfully represented them with our development teams.
- **Led volunteer moderators**, encouraging positive player conversations and increasing player engagement on Discord and Reddit.

#### HIGHLIGHTS

Sword of the Sea Launch  
The Pathless ports to Nintendo Switch and Xbox  
The Pathless transition from Apple Arcade to MacOS and iOS  
Greenlit New Product in Development

#### BIT FRY GAME STUDIOS, INC. ▪ PORTSMOUTH, NH

05/2019 – 02/2022

*Bit Fry* is the world's first franchise of arcade sports video games, with total athlete crossover from all sports into every game, including **NBA**, **WNBA**, **NFL**, **MLB**, **NHL**, **WWE** and **USWNT**. Worked closely with the **Apple® Marcom** team, leagues, and Players' Associations to support marketing initiatives for launches and continued content for NBA title *Ultimate Rivals™: The Court* and NHL title *Ultimate Rivals™: The Rink*.

#### MANAGER, MARKETING (05/2019 – 11/2021)

Developed and maintained key components of the ongoing international marketing campaign for *Ultimate Rivals™*. Contributed to the development of brand identity including creative, language, consumer communication, and promotional programs across Bit Fry's portfolio. Produced promotional videos including feature reveals, behind-the-scenes segments, and UHD live game capture for feature films. Created Steam and App Store preview videos and screenshots, live streams, websites, social media posts, in-game splash screens, banner art, calendars, mailing lists and newsletters.

- **Led creative marketing for the launch of *Ultimate Rivals™***, a franchise containing 2 brand new sports video games including players and licensors across all major sports despite COVID challenges.

- **Created innovative content for investors** to showcase the games and products for financing backing pitches and milestone deliverable certifications and acting as the go-to person in the production group.
- **Successfully strategized Highlight Athlete promotions** to use as key features for social media engagement and product coverage across all marketing.
- **Managed the end-to-end creative process for multiple ongoing projects**, including online streams, Launch and Update trailers, Developer Diaries, on-air personality discussions and breakdowns, Coming Soon trailers, and presentations to licensors.
- **Established strong interdepartmental communications** to properly manage production and marketing interests in tandem with investor goals in mind.

#### HIGHLIGHTS

Ultimate Rivals™: The Court Launch  
Ultimate Rivals™: The Rink Launch  
Franchise Rebrand to Infinite Victory

#### WARNER BROS. ▪ NEEDHAM HEIGHTS, MA

08/2010 – 11/2014

World renowned video game studio with a focus on MMORPGs, with titles such as *Asheron's Call*, *Dungeons & Dragons Online*® and *The Lord of the Rings Online*®. Previously known as Turbine Entertainment and currently known as Standing Stone Games.

#### ASSOCIATE SOUND DESIGNER (10/2012 – 11/2014)

Conceptualized and created audio content for AAA video games including *Dungeons & Dragons Online*® and *The Lord of the Rings Online*®. Directed voiceover sessions, including casting, script editing, vocal direction, and post-processing. Implemented bug fixes, sprint planning and post-production using Hansoft, Perforce, and TestTrack Pro.

- **Cultivated and continue to maintain relationships with AAA voice actors.**
- **Managed all audio elements of pre-production, production, and post-production** from concept to release.
- **Sounded hundreds of environments, monsters, and in-game effects**, tailoring each to the specific user experiences of DDO & LOTRO through various updates and expansions while maintaining core identity of the products.

#### HIGHLIGHTS

Free-to-Play Launch of LOTRO  
3 Expansion Launches for LOTRO  
2 Expansion Launches for DDO  
Green light and Launch of DC Comics Infinite Crisis

#### SOUND & VIDEO TEAM, MARKETING (08/2010 – 10/2012)

Produced promotional video assets using Adobe Premiere for marketing and internal use. Collected and edited images using Lightroom and Photoshop for marketing, product development, online and corporate use. Organized multi-player screen capture events. Created box art, splash screens, banner art, calendars, and HD live game capture for feature films.

- **Screenshots featured in magazines**, such as PC Gamer and Massive Online Gamer.
- **Graphic Design** used in loading screens and splash screens.
- **Video Capture** and motion graphics displayed throughout product exhibitions.

### TECHNICAL & SOFTWARE SKILLS

Adobe Creative Suite ▪ DaVinci Resolve ▪ WebFlow ▪ Unreal Engine ▪ Unity ▪ Nuendo ▪ WaveLab ▪ Collaboration Platforms ▪ P4V ▪ Plastic ▪ Visual Studio ▪ TestFlight ▪ TestFairy ▪ OBS Studio ▪ Dev Portals ▪ Discord ▪ Poppi ▪ Gleam.io ▪ GameAnalytics ▪ Gamesight

### PROFESSIONAL DEVELOPMENT

- **Wildlife photographer**, filmmaker, aspiring conservationist: [www.johngilbert.io](http://www.johngilbert.io)
- **Organizer and Facilitator**: "Trash Talk: Small and Large Ideas for Achieving Zero Waste in Your Home or Community," Youth Environmental Service Corps (YESC) Environmental Symposium.
- **Undergraduate Mentor**, Becker College: critique portfolios and develop post-graduation plans.
- **University of California, Davis**, Certificate of GIS Data Formats, Design and Quality & Certificate of Fundamentals of GIS.

### EDUCATION

**Computer Science & Design (BA)**, Interactive Media & Computer Game Design  
Becker College, Mass. Digital Games Institute (MassDiGI), Worcester, MA  
Varsity Soccer 2005-08; 2008 NECC Champions