

John Gilbert

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MARKETING LEAD

DIGITAL MARKETING ▪ CREATIVE CONTENT ▪ COMMUNITY MGMT

Digital communications and content specialist with experience developing clear, audience-focused content, coordinating cross-functional campaigns, and supporting organizational goals across digital channels. Brings strong writing, project management, and analytical skills, with a collaborative approach to improving engagement and delivering measurable results.

CORE COMPETENCIES

Content & Communications: Content Strategy ▪ Writing & Editing ▪ Social Media ▪ SEO ▪ Email Marketing ▪ Web Content Management
Creative Production: Video Production ▪ Photography ▪ Video Editing ▪ Graphic Design ▪ Sound Design ▪ Voiceovers ▪ Cam Ops
Marketing & Analytics: Branding ▪ Advertising ▪ Research ▪ Metrics & Analytics ▪ Process Improvement ▪ Upselling & Cross-Selling
Leadership & Collaboration: Project Management ▪ Cross-Functional Collaboration ▪ Stakeholder Management ▪ C-Level Relationships

PROFESSIONAL EXPERIENCE

GIANT SQUID, INC. ▪ LOS ANGELES, CA

02/2022 – present

Acclaimed independent game studio creating award-winning single-player, atmospheric adventure games. Partnered with **PlayStation®** and **Apple®** marcom teams to support launches and ongoing campaign initiatives for *Sword of the Sea*, *The Pathless*, and *ABZÛ*.

MARKETING & COMMUNITY (02/2022 – present)

Develop and manage digital content, community communication, and campaign support across multiple titles. Shape a consistent brand voice across websites, store pages, social channels, live streams, and promotional assets while using audience and engagement data to guide strategy and improve results. Collaborate closely with internal teams, PR, and external publishing and platform partners to coordinate messaging, support launches, and maintain alignment across stakeholders.

- **Drove the successful launch of *Sword of the Sea***, the studio's first self-published title generating 500,000 downloads in the first week across platforms.
- **Planned and executed social campaigns** for launches, updates, and announcements, to increase visibility and audience reach.
- **Coordinated with PR and publishing partners**, including *505*, *Annapurna*, *Fictions*, and *PlayStation*, to align messaging, manage assets, and execute campaigns across launch phases.
- **Secured coverage and featured placement**, in major outlets including *Game Informer* and *The New York Times*
- **Monitored community feedback** and collaborated with the development team to surface trends, inform communication, and support audience needs.
- **Led volunteer moderators**, and nurtured positive community discussion across 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

Developer of arcade-style sports games built around major league athlete partnerships and cross-sport gameplay, 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 two new sports titles during the COVID period while coordinating across players, licensors, and production teams.

- **Created investor-facing content**, to support financing pitches, milestone reviews, and product presentations.
- **Developed athlete-focused promotional campaigns** to drive social engagement, product awareness, and coverage.
- **Managed the end-to-end creative production** for trailers, livestreams, developer diaries, presentations, and licensor-facing materials.
- **Strengthened communication** between production, marketing, investors, and external partners to align priorities and support execution.

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 MMORPG studio, formerly known as Turbine Entertainment, known for *Asheron's Call*, *Dungeons & Dragons Online*® and *The Lord of the Rings Online*®.

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

Conceptualized and produced audio content for live AAA games, supporting ongoing releases, expansions, and updates for *Dungeons & Dragons Online*® and *The Lord of the Rings Online*®. Managed voiceover workflows end to end, including casting, script editing, session direction, and post-production. Coordinated bug fixes, sprint planning, and delivery workflows using project management tools to keep content on schedule and aligned with release goals.

- **Maintained long-term working relationships** with voice actors and guided recording sessions to ensure high-quality performance.
- **Managed audio** across pre-production, production, and post-production from concept through release.
- **Created audio** for hundreds of environments, creature sounds, and in-game effects to support player experience while preserving each title's core identity.

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 video and visual content for marketing, internal communications, and product support. Edited promotional video assets, curated and retouched photography, and supported live capture events for multiplayer gameplay. Created box art, splash screens, banner art, calendars, and feature-film capture materials for marketing and product presentation.

- **Screenshots and visual assets featured in publications**, such as *PC Gamer* and *Massive Online Gamer*.
- **Created graphic assets** for loading screens, splash screens, and product-facing materials.
- **Supported live game capture**, motion graphics, and event-ready video content for product demonstrations and exhibitions.

PROFESSIONAL DEVELOPMENT

- **Wildlife photographer**, filmmaker, aspiring conservationist: www.johngilbert.io
- **Washington State University**, extension school, *Water Stewardship Program* Media Assistant.
- **Creative Producer**, *Washington Environmental Council* - Natures Scorecard video, & *Sustainable Ballard* - 15th Annual Video
- **Ocean Educator**, and snorkel instructor at *Experiencing Marine Reserves*.
- **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.
- **Contract Photographer**, *Puget Soundkeeper Alliance*.
- **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