

John Gilbert

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MARKETING CREATIVE PRODUCER

DIGITAL MARKETING ▪ CREATIVE CONTENT ▪ COMMUNITY MGMT

Creative lead with 10+ years of experience turning video game marketing into immersive, story-driven campaigns. I work with both AAA and Indie Game Studios to bring bold ideas to life and keep games top of mind for players.

PROFESSIONAL EXPERIENCE

GIANT SQUID, INC. ▪ LOS ANGELES, CA

02/2022 – present

Independent studio behind award-winning, atmospheric adventure games; partnered with PlayStation and Apple on major launches.

MARKETING CREATIVE PRODUCER

HIGHLIGHTS

- **Led marketing and content production** for *Sword of the Sea*, *The Pathless*, and *ABZÛ* across social, web, store pages, and live campaigns.
- **Drove launch of *Sword of the Sea*** (first self-published title), achieving 500,000 downloads in week one.
- **Coordinated messaging and asset delivery** with PR, developers, and partners including *PlayStation*, *Annapurna*, *505 Games*, *Fictions*, and *Apple*.

Sword of the Sea Launch
Sword of the Sea & The Pathless ports to Switch and Xbox
The Pathless transition from Apple Arcade to MacOS/iOS

BIT FRY GAME STUDIOS, INC. ▪ PORTSMOUTH, NH

05/2019 – 01/2022

Developer of arcade-style sports games featuring major league athlete, league, and players' association partnerships.

SENIOR PRODUCER, MARKETING

HIGHLIGHTS

- **Produced trailers**, feature reveals, behind-the-scenes videos, livestreams, and game capture assets for launches, updates, and partner-facing materials.
- **Created Steam and App Store assets**, including preview videos, screenshots, store copy, splash screens, banner art, calendars, newsletters, and social content.

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

WARNER BROS. GAMES ▪ NEEDHAM HEIGHTS, MA

08/2010 – 10/2012 – 11/2014

*MMORPG studio known as Turbine Entertainment, creator of *Dungeons & Dragons Online*® and *The Lord of the Rings Online*™.*

ASSOCIATE SOUND DESIGNER

HIGHLIGHTS

- **Produced and maintained audio content** for live MMORPG updates, expansions, and releases across *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.

Free-to-Play DDO Launch
Free-to-Play LOTRO Launch
DDO: Shadowfell Conspiracy Launch
LOTRO: Helm's Deep Launch
DDO: Menace of the Underdark Launch
LOTRO: Rider's of Rohan Launch
LOTRO: Rise of Isengard Launch
DC Comics™: Infinite Crisis Launch

SOUND & VIDEO TEAM, MARKETING

- **Produced promotional video and visual assets** for marketing, internal communications, and product support.
- **Created box art, splash screens, banner art, loading screens**, and other product-facing assets featured in outlets such as *PC Gamer* and *Massive Online Gamer*.

EDUCATION & DEVELOPMENT

Computer Science & Design (BA), Interactive Media & Computer Game Design
Becker College, Mass. Digital Games Institute (MassDiGI), Worcester, MA

University of California, Davis Certificates: GIS Data Formats, Design and Quality; Fundamentals of GIS

Wildlife Photographer, filmmaker, aspiring conservationist: www.johngilbert.io