Carla R. McBeath-Urrutia

Gaming Social Media Portfolio

MY LIFE IN GAMING

Frogger was my first hand-held game. Then, after Froggie got squashed too many times, I lost interest. I dabbled in Tetris, meandered with a car game or two, but was not that into gaming until much later. Once the graphics blossomed, gaming was again attractive.

I didn't want to invest the time in a long, complex game, and I didn't like blood. So, when I had my own marketing company, **and GAMING CONTINENT** approached me to work with them, I was intrigued as I really missed gaming. Since this was a retail company, there would be no blood, I hoped. But I always loved gaming.

I started creating **GAMING CONTINENT'S** first website, first logo, first products and product descriptions, and helped them choose the right e-commerce platform. Over 2019-2020 and beyond, There were two e-commerce platforms. One design had a blog and was visually beautiful, but got little traffic. Then we redesigned it and optimized the website for conversions, and it took off! I also was instrumental in dropping out unsellable products (bean bag chairs) and narrowing the product line to where it was, until the end of the store. I continued to work on the Facebook pages, Instagram Postings and Twitter Account (which was not really that active). I did Facebook marketing for them. We did campaigns in Mexico City and Dubai, two audiences my research indicated had gamers. I created videos and posted in the Facebook page, picking up fans along the way. The Instagram account was healthy, with over 1500 followers.

This portfolio is a compilation of the work I did **for GAMING CONTINENT**.

I also have other writing, not yet published, in the horror genre. I am a member of the Horror Writers Association and am continuing to work on short stories, with a few under submission currently. I also write horror without blood.

The following are demonstrations of my work for GAMING CONTINENT, over the course of time. They are in order of category.

Twitter Posts

- Gaming gives me WINGS!
- Gamer Weather Report
- You Don't Need to Ask Me…
- Benefits of Social Distancing on Halloween
- Everything Matches
- Gamers Wanted
- Gamers Watching Gaming Movies

FB Cover Dec. 2020

Facebook Page Cover

Facebook Page Metrics

Instagram Account

Early Instagram Post—Marketing

Blog Post for the original GAMING CONTINENT e-Commerce store (3-pages)

GAMING CONTINENT Website-current

Product description on website—featured

Full product description for purchase

FB ad for same product for the Mexico campaign

Short Video, posted on FB

A portrait of me and a friend I made, from art school.

Message

9 posts   104 followers   491 following

Original & epic designs in clothing and accessories
gamingcontinent.com

gaming_continent_red • Following   ...

gaming_continent_red Gaming gives
me WINGS!
https://gamingcontinent.com
#PS5reveal #PS5 #Gamergirl #Fortnite
#CallofDuty #WoW #Gamers
#GamingCommunity #GamingLife
#gamingstyle #gamingtshirt
#fortnitecommunity #gamingforlife
#gamingnews #nintendo #PS4 #Xbox
#gamingmemes #fortnitenews
#pcgaming

3d

A   askgamblers Nice picture 📷👌

2d   Reply

gaming_continent_red   Message

9 posts   104 followers   491 following

Original & epic designs in clothing and accessories
gamingcontinent.com

gaming_continent_red • Following   ...

gaming_continent_red GAMERS
WEATHER REPORT:
https://gamingcontinent.com
#Fortnite #CallofDuty #Gamers
#GamingCommunity #GamingLife
#Gamergirl #gamingstyle
#fortnitecommunity #gamingforlife
#gamingnews #nintendo #PS4 #Xbox
#fortnitenews #pcgaming #xboxone
#nintendoswitch #xbox360 #gaming
#memes #WoW

3d

teamviotic Follow Us Then Dm Us
📈👀

3d   Reply

thevalortechstore hey buddy

10 likes

3 DAYS AGO

Add a comment...   Post

Create a Page

Posts

Gaming Continent

2d · ⚙

You don't need to ask me! You can see I am a GAMER!
Get yours at https://gamingcontinent.com

Liked ▾   Following ▾   Share   ...

Search Twitter

Gaming Continent @Gaming_Con7 · Nov 18, 2020

Benefits of social distancing on Thanksgiving: Eat what you want and NO JUDGING! And wear your gaming shirt on the FaceTime call.
#gamers #ThanksgivingRebellion #Pie

Socially Distant Thanksgiving 2020

Yes, we are eating this whole pie, Mom. Just us!

2

Gaming Continent @Gaming_Con7 · Nov 18, 2020

Benefits of a Socially Distanced Thanksgiving? Eat what you want and no JUDGING! Also, wear your GAMING CONTINENT shirt on the Facetime call.
gamingcontinent.com
#gamingcontinent #gamers #ThanksgivingRebellion #BeYourself #Pie

GAMING CONTINENT

GAMING DESIGN APPAREL & ACCESSORIES FOR ADULTS & KIDS

a McBeath
aMcBeath

What's happening

UEFA European Champio... · 5 hours ago
Italy vs England: The Azzurri win EURO 2020 on penalties
Trending with Rashford, #Euro2020Final

#GossipGirl xoxo
Scandal & drama now streaming
↗ Promoted by HBO Max

Politics · Trending
#ArrestTrumpNow
54.3K Tweets

Sports · Trending
Mark Jackson
Viewers share their thoughts on some of the one-liners made by commentator Mark Jackson during Game 3 of the NBA Finals between the Bucks and Suns
Trending with Mike Breen

COVID-19 · LIVE
COVID-19: News and updates for Washington, DC

Show more

Topics to follow

Basketball
Sport
Follow   ✕

Truth Seekers
Dramedy series
Follow

Space

When your yoga pants
just have to match your flip-flops

https://gamingcontinent.com

I can watch movies about gaming anytime
Yes I am a true GAMER

Gamers watching Gaming Movies

Rank Your Favorite: Tomb Raider ? Minecraft ?

Play Through Your Holidays in 2020

Search Facebook

Carla

Manage Page

Gaming Continent Apparel and Accessories

- 🚩 **Page**
- 📰 News Feed
- 📥 Inbox
- 📦 Business Apps
- ℹ️ Resources & Tools
- 💼 Manage Jobs
- 🔔 Notifications
- 📈 Insights
- 📋 Publishing Tools
- 📢 Ad Center
- 🛡️ Page Quality
- ✏️ Edit Page Info
- ⚙️ Settings
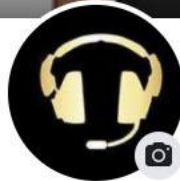
📢 Promote

Gaming Continent Apparel and Accessories

✏️ Edit Shop Now | 📢 Promote | 🔍 | ... |

Establish Your Page's Identity

2 STEPS LEFT
Provide Info and Preferences ⌄

COMPLETED
Introduce Your Page ⌄

About

📍 **Enter location**

ℹ️ Gaming Continent is a team of artists, who also are gamers. We created original clothing and accessories designs, based on our love of gaming, from ga... **See More** ✏️

👍 4,824 people like this

☑️ 698 people follow this

🌐 https://gamingcontinent.com/ ✏️

Promote Website

📞 (646) 604-9720 ✏️

💬 **Send Message**

✉️ support@gamingcontinent.com ✏️

📶 **Edit Wi-Fi**

🕐 **Always Open** ✏️

📦 Clothing (Brand) ✏️

🛡️ Privacy Policy ✏️

Edit Page Info

30	0	–
People Reached	Engagements	Distribution Score

Boost Post

👍 Like | 💬 Comment | ↗️ Share

Comment as Gaming Continent Apparel and Accessories 😊 📷 GIF 🎨

Gaming Continent Apparel and Accessories
Published by Carla McBeath-Urrutia • December 14, 2020 · ⚙️

Time to get take that last socially distant road trip before the snow hits! And, get your GAMER shirt while they are still available!
https://gamingcontinent.com

16	0	–
People Reached	Engagements	Distribution Score

Boost Post

Instagram

Search

gaming_c_company   Message

65 posts   1,595 followers   3,430 following

Gaming Tournament Organizer 🎮 🤩
Gaming news. 🎮 🎉🎁🏆🎁🎉🎮
Clothing & Apparel for Gamers!
gamingcontinent.com

POSTS   IGTV   TAGGED

HAPPY 4TH of July

HAPPY FIRST DAY OF SUMMER!

MAY THE 4TH BE WITH YOU

HAPPY EASTER

SIGN UP
FREE US SHIPPING UNTIL MAY 2
GAMINGCONTINENT.COM

BLOG POSTS FOR GAMING CONTINENT

This post was a review of three websites to create your own games

February 16, 2020 by Carla R. McBeath-Urrutia for the GAMING CONTINENT BLOG POSTS

Three Websites to Create Your Own Game—**No. 1: SPLODER for RETRO http://www.sploder.com/about.php** Sploder is a collaborative effort resulting in an app that opens the door to play games and create games, mostly based on a Retro [think: PACMAN] model. Parents are appropriately advised that monitors are constantly on the lookout and all messaging during a game is completely transparent. A cleverly designed educational tool, Sploder looks like a fun exercise for younger children and adults who want to relax with some repetitive gameplaying, as well as try out creative ideas that have probably been on the shelf for a while. Their mission is to allow for unlimited creativity, within the Retro game platform. Players earn points, are rewarded with recognition, and a member's own creations can be played and rated by others. All the games I noted were platform-based, with different levels of play, lists of highestrated, among other tags, and tournaments. Game creators can add challenges to their games, and reward winners with points (gold coins). It was FREE, as far as I could tell. If there is a premium payment for something, it was not obvious

Three Websites to Create Your Own Game—**No. 2: ADDICTING GAMES (INFINITE POSSIBILITIES)**

 https://www.addictinggames.com/tag/make-your-own-games.jsp Addicting Games is a website, with free subscription, where you can access all kinds of games (public domain and carefully compliant with copyright laws. (There are some look-alikes based on popular games, but they still look good, such as "Candy House", "Cube Crash 2"). There was also a category for Make Your Own Games. Here is what they say about that: "Make your Own games are games where you can bust out your artistic skills and make your own game. Draw out your own tracks or create you own car in these fun and creative games." Not having tried this yet, I did notice that graphics for all these games are way up on another level than Spolder, with a lot of great art. There are thousands of games, arranged by categories, including the games that let you make your own narrative within the framework—and too many others to list here. It is like a library for games, with a desk to sit down and write your own!

Three Websites to Create Your Own Game—**No. 3: BUILD BOX—No Rookies Here!**

https://www.buildbox.com/make-your-own-game/ This website looks way too complicated for the young set. But for dedicated gamers, worth checking out. A website created just for game designers—amateur and Pro! As an amateur, you can build 1 game in a free subscription, with some features not available. Their motto: "Start Building the Game of your dreams today with #nocode." The website itself is professional and complex. That is probably why the only subscription levels are FREE (1 game) and PRO ($59.99 a month with a one-year commitment)! Easy to check this out with a free registration, email address and Adobe Flash Player. This website is for people who want their games to make it to the "Executive Suite", and there are plenty of examples— just scroll down. But if you just want to have some fun and mess around a little with some games, don't stress out with this site—the features list alone gave me a headache.

EXCLUSIVE PRODUCTS ARE LIMITED & WILL SELL OUT!

1-646-604-9720   support@gamingcontinent.com

USD >

GAMING CONTINENT

$0.00   USD

Subscribe

I DON'T NEED THERAPY! I JUST NEED MY VIDEO GAMES

WEEKEND FORECAST GAMING WITH A CHANCE OF

GAMER T-SHIRTS   LONG-SLEEVE SHIRTS   THROW PILLOWS   HEADPHONES   GAMER MUGS   DOORMATS   CONTACT US

THE GAMING CONTINENT STORY

We are a New York City team of artists and gamers who are passionate about gaming and obsessed with awesome designs. We want you to have products created by us to take your game to the next level!

Type here to search

74°F Rain coming   ENG   12:15 AM   7/12/2021

USD >

GAMER MUGS

Your mug stays with you, speaks for you and always says you are a GAMER! These mugs are exclusively designed for GAMERS!

EXPLORE MORE

1-646-604-9720   support@gamingcontinent.com

USD

USD $0.00

GAMING CONTINENT

HALLOWEEN GAMER SKULL

$21.99

PRODUCT DETAILS

Celebrate our favorite holiday with this scary gamer t-shirt, in traditional orange and black colors! **THIS IS AN EXCLUSIVE DESIGN, AVAILABLE ONLY FOR A LIMITED TIME!**

SPECIAL PRICE FOR A LIMITED TIME!

Manufacturer: Gildan Mens T-Shirt

Sizes: S to 5XL

Color: HALLOWEEN ORANGE

READ MORE

Tags :

Style

GILDAN MENS T-SHIRT

Color : Orange

Type here to search   74°F Rain coming   ENG   12:23 AM   7/12/2021

882064202224590 (882064202224590)

Switch to Quick Creation

Campaign
— Special Ad Category ✓
— Objective ✓

Ad Set
— Conversion ✓
— Dynamic Creative ✓
— Offer ✓
— Audience ✓
— Placements ✓
— Budget & Schedule ✓

Ad
— Identity
— Format
— Media ✓
— Text & Links
— **Languages**
— Tracking

Close

Text & Links
Set up the text and links for your ad. Learn More

Primary Text ⓘ

COMPARTE CON TUS AMIGOS

Headline (optional) ⓘ

Exclusivas Camisetas por Tiempo Limitado!

Description (optional) ⓘ

100 % comodas y originales. Rapidos envios!
Exclusivamente en nuestra tienda!

Destination
◉ 🔗 Website
◯ 📅 Facebook Event

Website URL ⓘ

https://gamingcontinent.con ✕   🔗 Preview URL

Build a URL Parameter

Display Link (optional) ⓘ

https://gamingcontinent.com/collections/gaming-design-
adult-tees/products/halloween-gamer-skull

Call to Action ⓘ

Shop Now ▾

Mobile News Feed

View More Variations

Edit   ↻ ⚙

Gaming Continent Apparel and Accessories
Sponsored · ☀

COMPARTE CON TUS AMIGOS

HTTPS://GAMINGCONTINENT.C...
Exclusivas Camisetas por Tiempo Limitado!   SHOP NOW

👍 Like   💬 Comment   ↪ Share

Languages
Add your own translations or automatically translate your ad to reach people in more languages. Learn More

Add Languages

mockup-of-a-flat-lai....png   HALLOWEEN-colors....png   mockup-of-a-long-s....p...   Skype-8.65.0.76 (1).exe   Skype-8.65.0.76.exe
Open file   Open file   Open file   Open file   Open file

GAMER