



About me:

I love communication. It's creativity, psychology, and writing. Three things I'm passionate about. It's the ability to engage with the world.

Both my career and my love for communication started in the gaming industry 9 years ago.

I have been the Social Media Manager and Content Strategist for some of the largest game audiences in the world (Papa Pear Saga, Diamond Digger Saga, and collaborated with Candy Crush Saga)

I continuously generated new content and ideas that were not only used on my own brand page but adapted and developed for other community pages.

Brand-wise, on a social level, Papa Pear was the benchmark in performance when going by percentage ratios.

At Backercamp, I worked with over 100 Startups and helped them raise funds that were allocated to Kickstart their products.

At Digital Legends Entertainment I was responsible for leading the Communications Department for Japan, China, and the US, UX Copywriting for Afterpulse and Respawnables, Company Branding, English and Spanish copywriting, translations, Press Release Specialist, meaning writing Press Releases, contacting journalists, building relationships with YouTubers from all around the globe to increase our exposure and launching strategic offers to boost monetization and retention.

While it was a bit scary at first, finding UX Writing as a career and passion has been a game-changer for me. Working for Spotify would mean adding a fifth passion to my list: MUSIC. But not only do I listen to Spotify all day long, I have also been following all your marketing initiatives.

Please find my portfolio for a deeper understanding of my journey:

<https://nrgrmn.journoportfolio.com/>

PERSONAL DATA

Name and Surname: Nuria Germán Martínez

Date of Birth: 18/ 08/ 1986.

Contact telephone number : (+34) 666 128 127

STUDIES

2005- 2008. **ADVERTISING DESIGN AND MULTIMEDIA COMMUNICATION DEGREE**
(Escuela Superior de Publicidad, Madrid)

2004- 2005 **MOUNT ALLISON UNIVERSITY**

1997- 2004. **BILINGUAL HIGH SCHOOL DEGREE**
(New Horizons Bilingual School, USA, DR)

LANGUAGES

- *Spanish*: Mother tongue
- *English*: Native level

EXPERIENCE

UX WRITER (<https://www.bovada.lv/casino/specialty-games>)

(Jan 2021- NOW)

- Shaping product experiences by creating useful, meaningful copy that helps users complete the task at hand.
- Helping shape the overall customer experience and being an integral part of the product and UX design team.
- Shaping the vision for content and driving product narratives across multiple platforms.

COMMUNITY MANAGER - (Looney Tunes World of Mayhem)

(Scopely)

- Driving the strategy to core pillars of community engagement and growth (Relationships, Recognition, Events, Brand Loyalty, and Service).
- Developing highly engaging content across social platforms, (Facebook, Instagram, Twitter, Discord, Youtube, Reddit, Blog)
- Writing UX Copy for Community Initiatives and New Features.
- Forming 1:1 relationships with top online influencers and whales
- Driving the creation, delivery, and value assessment of community events.
- Nurturing community-based discussions via a variety of channels to maximize brand loyalty.
- Responsible for crafting player-centric messaging for all aspects of the game, distributed on game forums and social channels
- Serving the needs and feedback of our players both internally and externally.
- Collaborating with Marketing and Product, as well as agencies and 3rd party teams on a wide range of projects.
- Developing partnerships and collaborating on driving cross-promotional community programs

COMMUNICATIONS SPECIALIST - GLOBAL

(Digital Legends Entertainment)

April 2018 - August 2020

Leading the Communications Department in Japan, China, and US/Global.

Developing the Social Media and Communication strategy of the games, the team, and the studio.

Project Management for Communication Campaigns: Working together with artists and developers to create the marketing creatives needed for the different countries as well as in-game campaigns to increase engagement.

Community Management: planning and executing strategic plans for our social networks, engaging our community, and developing our relationships with players.

Copywriting and Content Creation: Responsible for brainstorming and developing our campaign messages to ensure that every deliverable moves the brand forward with effective and engaging content. Writing copy for various external and internal communications, as well as writing the UX Copy for the games, Updating the corporate website, as well as the What's New Section for Google Play and the App Store.

Branding: Developing the look and feel for communications across a variety of channels

Press Specialist: Responsible for the corporate communication of the company. Liaising with blogs and journalists all over the world. Writing and distributing Press Releases to obtain media coverage for the company's projects. Engaging with influential bloggers and Youtubers.

Digital Marketing/User Acquisition: Creating Facebook Ads Campaigns to drive users to our games. Construction of the Copywriting, Audience, and segments.

App communication management: Planning and sending of Push notifications to our whole database.

SENIOR MARKETING MANAGER

(Omnidrone)

August 2016 - April 2018

Building the Community and managing all Social Media Channels

Defining Marketing Strategy for the team

Managing our Customer Support agents

Branding

PR Manager

Localization Manager

UX Copywriting

Community Manager

PROJECT MANAGER

(Backercamp)

June 2015 - August 2016

In an agile context maintaining, defining, and prioritizing the backlog and working in a cross-functional team to deliver tasks on time and with high quality.

Acting as a bridge between Project Creators and the team to make sure that requests are prioritized accordingly to their priority.

Building Kickstarter Campaigns: Organization, Branding, Copywriting, Press Releases, Press Distribution

Managing external and internal communication.

Training new team members.

COMMUNITY MANAGER

(King)

March 2013- Feb 2015

Writing posts and building content for our social media channels. I've written more than 400 posts for Papa Pear (<https://www.facebook.com/PapaPearSaga>), Diamond Digger (<https://www.facebook.com/diamonddiggersaga>), Pyramid Solitaire, and Bubble Witch Saga.

Generating ideas for each one of the posts. Each one of them is a single campaign.

Writing FAQ for all our games

Writing all in-game texts for all our games. Tutorials, descriptions of the product, Facebook Open Graphs, Notifications.

Using a different tone of voice for each game.

Writing What's New texts for AppStore.

Translating content to Spanish.

Writing storyline for all the game characters.

Writing the copy for our games websites.

Writing scripts for tutorial videos.

Writing copy for our e-mail campaigns.

As a CM, I am the voice of our games externally and the voice of the customers internally. I work with our social media channels to humanize the company, increase user retention for our games and build product loyalty. I also created the content for the CRM **email campaigns** for both Papa Pear and Diamond Digger.

I work closely with developer teams, marketing team, graphics team, fellow community managers, **translation team** and CRM team.

COMMUNITY MANAGER AND SOCIAL MARKETING MANAGER

(eRepublik Labs)

March 2012- March 2013

All of the mentioned below plus:

Writing in game texts.

Creating the copy for in game missions, company catalogues, social media and corporate website.

Building a social marketing plan

Managing artists in order to create successful marketing campaigns.

Managing programmers to build a tracking system.

Creating forums and customer support system from scratch.

PR actions.

COMMUNITY MANAGER

(Digital Chocolate)

November 2010- March 2012

Writing the copy for all our games. Tutorials, missions, characters.

Building creative copy for e-mail campaigns.

Creating and Revising community and product related texts (English)

Writing copy for facebook ads.

Writing storyline for our games characters.

Creating content for our forums.

Promoting our product in different social networks.

Managing and moderating the Social Game Forums/ Game Chats.

Creating and managing weekly competitions and content for the community.
Working with the Product Management team on community short-term and long-term strategy and vision. Working on community related feature prioritization and assisting in marketing.
Monitoring statistics.
Managing moderators team

PRODUCTION ASSISTANT

(Animagic Studios/The SPA Studios)

November 2009- November 2010

Titeuf:

1. Managing the artist's material deliveries.
2. Assisting the compositing department.
3. Monitoring the progress of the scenes.
4. Installing software and devices.
5. Ensuring that the scenes have the proper presentation.
6. Managing the production control: Allocating the scenes, checking the status of the scenes, Revising the artist's invoices, making estimations, making weekly reports)
7. Distributing the material and making sure their deadlines were obeyed.
8. Managing the communication with external animators.

Chico y Rita:

Those regarding assisting the production department:

1. Setting up the scenes in different software such as Toon Boom Harmony, Toonz, CTP, Premiere, After Effects, Photoshop, etc),
2. Making the compo of the scenes.
3. Monitoring the scenes: checking up both their allocation and deadline.
4. Sending the scene to the matching animator and reviewing the corrections.
5. Translating the corrections.
6. Channeling all the material deliveries.
7. Keeping the animatics up-to-date.
8. Revising the artist's invoices.