

STEVEN HOPPER

Phone: 208-284-2937 Email: stevenhopper1982@gmail.com

Skills

- 16+ years of experience in professional writing and corporate communications, with a background in copy writing, creative department management, editing, PR agency, in-house and corporate support, acting as the voice of several companies in various industries and verticals.
- A dynamic self-starter who has operated completely independently, as part of a larger comms team, and as a department leader guiding direct reports to success.
- Strong written skills developed over a previous career as a professional editor.
- Proficient with WordPress, Cision, proprietary CMS platforms, Microsoft Word, Excel and PowerPoint.
- Google Ads Certified
- Moderate fluency in Spanish and Portuguese

Professional Experience

Manager, Creative Analytics, 2019-Present

MotiveMetrics, Palo Alto, CA

- Directs a team of SEM copywriters to create Google and Bing ad content for a large client base, including customers like Caesars, AutoWeb, Rocket Mortgage, CarGurus, Yelp, and more.
- Establishes firm objectives for the creative team, ensuring that each member develops to their planned career growth goals.
- Helps lead MotiveMetrics and its client base to tremendous YoY growth, while also vetting and hiring candidates to join the both the creative and product analytics teams.
- Creates plans and develops ad copy strategies for a client base spanning several verticals and industries, directing the creative analytics team to execute on those plans.
- Consults with the product team on ideas and ways to improve our product offering and the development of the end user experience both internally and externally.

PR Manager, 2019

Glu Mobile, San Francisco, CA

- Created and executed the product PR strategy for key growth titles in the Glu Mobile portfolio, driving all PR related elements including asset creation, external communications and strategic planning.
- Wrote press releases, media pitches and develops PR plans, owning approvals with internal and external parties.
- Developed and maintained relationships with press from across many verticals including the gaming, technology and entertainment spaces.
- Coordinated PR efforts with Glu's internal revenue teams as well as external partners like Disney.

PR Manager, 2017-2018

Trion Worlds, Redwood City, CA

- Developed original public relations campaigns for the publisher's library of titles, driving awareness for key beats for its free-to-play massively online games.
- Generated hype and coverage to drive 1M monthly active users to Defiance 2050 in the first month of release through PR efforts that included messaging, asset creation and distribution, special media events and trade show presence.
- Directed creative services teams on the creation of visual assets and documents, including fact sheets, trailers, teasers and screenshots for announcements and press kits.
- Wrote press releases, media alerts, story pitches and outgoing messaging to media in coordination with marketing and social teams.
- Communicated daily with press from large and small outlets both domestically and internationally, presenting story angles and developing long-lasting partnerships for unique coverage opportunities.

- Managed company presence at industry trade shows and consumer events like GDC, E3 and Gamescom, owning booth logistics, staffing, messaging, flow and media booking.
- Instructed PR agencies in both the US and Europe, providing them with information, plans, and pitching opportunities to support our titles.
- Crafted a corporate PR strategy for the company, working with high-level company managers and shareholders to develop messaging, growing the brand with industry trade publications, creating B2B opportunities and managing corporate crises as they occur.

Director of Communications, 2014-2017

Zen Studios, Mi Wuk Village, CA

- Owned all consumer, corporate and B2B messaging for the leading digital pinball game developer in the world, with projects spanning all major platforms, including consoles, PC, mobile and VR.
- Drove product review cycles to net the company a top publisher ranking on Metacritic for two consecutive years, earning the spot as the number one publisher for PS4 in 2015.
- Created and executed all PR plans, coordinating PR and marketing efforts with the most popular entertainment properties in the world, including Star Wars, Marvel and FOX, playing on the strengths of each brand for maximum impact with fans.
- Edited and wrote in-game texts, adding polish to game scripts, tutorials, dialogue and other in-game messaging.
- Formed relationships with the gaming media, forging partnership opportunities, including unique feature stories in Game Informer, IGN, GameSpot and other top-tier video games media outlets.
- Worked with top-tier influencers including Lamarr Wilson, TotalBiscuit and others on earned product coverage.
- Oversaw company presence at a variety of consumer and industry tradeshows including E3, GDC, Comic-Con, Star Wars Celebration and PAX, demoing games for press and speaking to products and industry trends on nationally televised interviews.

Public Relations Manager, 2013-2014

Game Insight, San Francisco, CA

- Managed the plan development and media relations for all product-related PR.
- Drafted, proofed and distributed press releases to the media.
- Developed the publisher's earned media strategy, creating friendlies within the enthusiast gaming space.
- Executed coverage and placement in top-tier outlets for original stories, including The Daily Beast and IGN.
- Spearheaded the development of new social media and community standards and practices for the North American office.

Executive Editor, Xbox, 2011-2012

IGN Entertainment, San Francisco, CA

- Published and coordinated all content for IGN's Xbox 360 and Xbox LIVE Arcade channels.
- Wrote and edited a variety of content across all channels of the site.
- Managed a team of editors, planning and assigning features, hosting a weekly podcast and following story leads to build the channel.
- Actively pitched and outreached publishers and PR representatives for information and exclusive content on upcoming games.
- Organized video content with the dedicated video team, including scheduling, scriptwriting and recording voiceovers.
- Developed and recorded on-camera content, including newsroom videos and livestreams.

Public Relations Manager, 2011

Reverb Communications, Twain Harte, CA

- Developed long and short term PR plans for a variety of gaming properties spanning many genres.
- Regularly contacted members of the press to present coverage beats and story angles.
- Wrote and edited polished press releases to be distributed to outlets worldwide.

- Represented clients and their games at industry trade shows including PAX Prime and E3.

News Editor/Website Database Administrator, 2006-2010

GameZone Online, Farmington Hills, MI

- Wrote daily news articles and established relationships with key publishers, developers and other journalists.
- Became GameZone's most prolific writer and voice, writing several previews, reviews and editorial pieces per week.
- Created original graphics for featured articles, using strong visual design abilities to grab attention on the homepage.

Education

BA, Theatre and Journalism – 2004

College of Idaho, Caldwell, ID