

Janelle Bawayan

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SUMMARY

Game-loving professional with 6 years of experience in e-commerce management and digital content strategies. Excel in task management, team communication and collaboration, site management, and copywriting. Outside of work hours, keep a pulse on the TTRPG community especially D&D, homebrew for games with friends, and write creatively as well as code for independent projects including a tabletop role-playing game setting and interactive fiction games.

WORK EXPERIENCE

Wonton In A Million

New York, NY

E-Commerce Shop & Community Manager

Sep 2018 - Sep 2023

- Oversaw the end-to-end management of bi-weekly new product releases for multiple e-commerce storefronts including Shopify, Etsy, and Faire
- Organized and maintained a large-scale library of files containing assets and copy for social media campaigns along with various extensions of files for product manufacturing
- Served as assistant marketing manager; managing deliverables and assisting with copywriting and market research
- Curated, developed, and executed visual content strategies specifically product photography and videography for various online platforms resulting in consistent brand presence and monthly follower growth
- Maintained an 85% customer retention rate over three years as the community manager and cultivated a dedicated community by managing the customer service inbox, bi-weekly newsletters, VIP newsletters, and overseeing a Facebook group with 10,000 members
- Collaborated with the marketing team to organize virtual events and local community meetups, allowing for in-person engagement and enhancing customer loyalty

Vault of Arcanum

New York, NY

Small Business Owner

Nov 2022 - Present

- Currently developing a product line of stickers and components to be used in an independent tabletop board game revolving around dungeon exploration and deck building
- Develop, design, create, and market fantasy-themed stationery products catering to the tabletop role-playing game community
- Provide art direction, mood boards, and concept ideas for various international artists to produce exclusive illustrations to be featured on stationery products (stickers, washi, etc.)

SKILLS

Time Management • Problem Solving • Project Management • Communication • Asset Management • Organization • E-Commerce Management • Community Management • Game Writing • Creative Writing • Tabletop Role-Playing Games • Tabletop Board Games • Microsoft Office • Google Suite • Team Leadership • Content Development • Visual Content Strategies • Social Media Marketing • Adobe Photoshop • Asana • Monday • Jira • SEO • Collaboration • HTML5 • Cascading Style Sheets • Twine • RenPy • Shopify • Search Engine Optimization • Copywriting

CERTIFICATION

Game Writing, Elvtr

Jan 2024 - Mar 2024

- Six week intensive course focusing on game writing and game development with an aim to build an interactive fiction game from scratch. The capstone project game is a prototype currently under development and can be found at: <https://bit.ly/vestigsoftimedemo>