

# Benjamin PerLee

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## Profile

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Experienced public relations and communications professional with extensive experience in **consumer & enterprise technology, video games, and entertainment sectors**. Proven expertise in managing **global PR campaigns**, launching high-profile products, **internal and executive communications**, and driving brand awareness for leading tech companies. Skilled in creating compelling stories, securing media coverage, and managing multi-channel communication strategies. Strong background in **event management, brand development, content creation and calendar management** across digital, broadcast, and print platforms.

### Core Skills & Competencies

- Global PR Campaigns & Media Relations
- Product Launch Strategy & Execution
- Brand Management & Messaging
- Owned Channel Content Creation
- Internal/Executive Communications & Leadership Management
- Project Management and Rollout
- Media Training
- Event Management & Execution
- Crisis Communication & Reactive PR
- Cross-Functional Collaboration
- Proficiency and experience with: Asana, Monday, Cision, Meltwater, Muck Rack, Google Docs, Microsoft Office, Jira, Trello, etc
- Intermediate Conversational French

## Professional Experience

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### **PerLee Communications & Consulting** – San Francisco | Dec 2023 – Present

#### Independent Contractor

Specialize in PR and communications for AI, civic, film, and gaming sectors. Manage and consult on campaigns for clients such as **Freepik (AI), Kenna AI (fashion AI), Solano County Fair, Barrison Street Fair, San Francisco Latino Film Festival**, and the film **Legends of Adventure**. Deliver strategic media relations, content creation, and event management to drive engagement and visibility.

### **Amazon Web Services** – Seattle, WA | June 2023 – Dec 2023 (**Contract**)

#### PR Manager – AWS 3P Apps

Led PR initiatives for AWS's **Just Walk Out Technology, Amazon One, and Dash Cart** across B2B and B2C markets. Developed and leveraged messaging strategies to support VP-level executives in key media interactions. Edited and approved third-party (3P) press releases and crafted blog content to align with the AWS product roadmap and tech innovations. Managed internal comms of partner announcements. Collaborated with stakeholders to ensure cohesive communication strategies across AWS's 3P installation announcements. Facilitated international television interviews with executives.

### **Microsoft (Xbox)** – Redmond, WA | July 2022 – May 2023 (**Contract**)

#### International Communications Manager – Xbox

Managed global PR strategies for multiple Xbox product launches, including the **Xbox Elite Wireless Controller Series 2, Xbox Design Lab New Color SKU, and Xbox Wireless Remix Special Edition Controller**. Worked cross-functionally with regional teams to align global PR strategies with business priorities, specifically to Game Pass and the Activision Blizzard acquisition, and assisting secure coverage across mainstream and gaming media outlets worldwide. Managed multiple PR campaigns simultaneously, generating engagement and expanding the Xbox brand presence.

### **Gameloft** – San Francisco, CA | Jan 2018 – July 2022

#### Senior Global PR Manager – Anglophone Markets

Led global PR strategies for high-profile game launches and updates, including **Disney Dreamlight Valley, Disney Speedstorm, Asphalt 9: Legends, LEGO Star Wars: Castaways, Idle Siege, Heroes of the Dark, Minion Rush, and LEGO Legacy: Heroes Unboxed**. Developed comprehensive PR plans that included media outreach, press releases, event planning, and influencer engagement. Managed relationships with key license-holders, including **Disney, Lucasfilm and Universal Pictures**, ensuring alignment on brand messaging and promotional strategies. Coordinated major events like **GDC, E3, and D23**, boosting media visibility and engagement. Delivered high-impact media coverage across

international markets, leveraging strong media relationships to drive positive product narratives. Managed newsroom and internal announcements and communications

### **Sony PlayStation** – Foster City, CA | Oct 2017 – Dec 2017 (**Contract**)

#### Marketing Archivist

Managed the organization and archival of **PlayStation** marketing assets dating back to 1996.

### **Pollen Velocity Capital** – San Francisco, CA | Feb 2017 – Oct 2017

#### Content & Events Manager

Developed content and managed B2B communications for Pollen Velocity Capital.

### **Freelance Publicist & Consultant** – San Francisco, CA | Aug 2016 – Jan 2018

#### Independent Contractor

Managed PR campaigns for independent games, comic books, and LGBT-focused media.

### **Imgur** – San Francisco, CA | Apr 2016 – Aug 2016

#### PR Manager

Led media outreach and content creation for Imgur, focusing on **Millennial engagement** and viral content.

### **gumi America, Inc.** – San Francisco, CA | Jan 2015 – Mar 2016

#### PR Manager

Developed PR campaigns for mobile games including **Brave Frontier**, **Phantom of the Kill**, and **Wakfu Raiders**. Managed media events such as **Anime Expo** and **NYCC**, including corporate parties.

### **Perfect World Entertainment** – Redwood City, CA | Sept 2013 – Dec 2014

#### PR Specialist

Served as the primary PR lead for **Perfect World Entertainment**, managing corporate and product communications for **Perfect World Entertainment** and **Cryptic Studios**. Developed and executed PR plans for **16 active MMOs**, including the launch of **Swordsman** and expansions for **Neverwinter** and **Star Trek Online**. Led high-impact media campaigns in collaboration with licensors such as **Wizards of the Coast** and **CBS**.

### **Reverb Communications** – Twain Harte, CA | Jan 2012 – Sept 2013

#### PR Manager

Directed PR initiatives for client titles and Reverb-published games across **PC**, **console**, and **mobile**. Managed PR campaigns during major industry events like **E3**, **PAX**, and **GDC**, increasing brand exposure and driving media coverage for client products.

### **Editorial** – San Francisco, CA | 2007 – 2011

#### Freelance Writer

Contributed news, features, game previews and reviews for top-tier publications including **Destructoid**, **GamePro**, **Planet Xbox 360**, and **GameRevolution.com**.

## **Key Product Launches & Campaigns**

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- **Disney Dreamlight Valley** (Gameloft)
- **Xbox Elite Wireless Controller Series 2** (Microsoft)
- **Amazon Just Walk Out Technology** (AWS)
- **Asphalt 9: Legends** (Gameloft)
- **LEGO Legacy: Heroes Unboxed** (Gameloft)
- **The Oregon Trail Apple Arcade** (Gameloft)
- **Minion Rush** (Gameloft)
- **Song Pop** (Gameloft)
- **Ballistic Baseball** (Gameloft)
- **Neverwinter Online** (Perfect World Entertainment)
- **Star Trek Online** (Perfect World Entertainment)
- **Disney Magic Kingdoms** (Gameloft)
- **LEGO Star Wars: Castaways** (Gameloft)

## **Education**

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**Bachelor of Fine Arts – English Literature** | University of California, Berkeley