

# CHRISTINE EASON

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## CAREER HIGHLIGHTS

- Created and edited copy and assets for more than 70 software and game launches since 2015
- Delivered concepts and copy used at major partner and press gaming industry events, including E3 and multiple AMD product launch events
- Owned and delivered assets that were used by key partners including Microsoft, AMD, Valve, and others
- Created, wrote, and delivered Stardock's Twitch and Mixer streams, which delivered continual growth in viewers and retention
- Led copy creation for Star Control: Origins, which became the top PC game seller (via the Steam store service) during launch week
- Established first influencer program for Stardock in close partnership with Marketing VP and CEO, which delivered increased awareness and sales
- Established several company traditions to increase fellowship and morale, including annual "Dead Man's Draw" tournament, Star Wars Day celebration, Pi Day bake-off, board game nights, cook-offs, and more

## KEY STRENGTHS

- 12+ years of personal, professional, and contract writing experience
- 13 years of experience in public speaking competitions and training (Toastmasters International)
- 4+ years experience writing professionally for social media
- Ability to meet tight deadlines and work well on a team
- 10+ years of 'front of the camera' experience through media interviews, live streams, film and video, and more
- Proficient with Google Docs, Adobe Premiere, Microsoft Excel, Word, PowerPoint, and more
- A fierce loyalty to the Oxford comma

## PROFESSIONAL EXPERIENCE

### Lead Copywriter/Editor

Stardock | September 2015 – Present

#### Primary Job Responsibilities:

- Creates and edits messaging and content across multiple platforms, including:
  - Software and gaming product websites
  - Forums and blogs (internal and external)
  - Social Media (Facebook, LinkedIn, Instagram, Twitter, etc.)
  - Partner digital store pages (Steam, AMD, GoG)
  - Video assets, including game trailers and streams for Twitch, YouTube, and more
  - Press Releases
  - Direct-to-customer sales emails via custom CRM system
  - Game Manuals
  - Internal standard documents
- Establishes marketing “voice” for new game and software IPs
- Attends industry trade shows and represents the company and its brands
- Edits majority of public-facing content written by CEO and other executives
- Works with partners to establish consistent messaging across brands during collaborations
- Works closely with a marketing team to establish a consistent marketing message
- Executes large amounts of content quickly and efficiently
- Utilizes Adobe Premiere to create social media video content
- Manages influencer relationships with YouTube and streamer personalities
- Produces, manages, and hosts company livestreams to showcase new games and events
- Established guidelines and standards for detecting email fraud in game key requests

## **Gaming Event Coordinator (Contractor)**

Grand Rapids Comic Con | October 2016 – present

- Hosts board, card, and electronic events for convention with over 30,000 annual attendees
- Oversees communications between the venue, contractors, and convention staff
- Write and provide descriptions and other materials for events and services provided

## **CARE Director**

Novi Community Schools | November 2011 – August 2015

- Developed creative after school activities for children of Deerfield Elementary school
- Adhered to national licensing requirements and passed annual licensing checks
- Developed engaging after school reading and writing program for enrolled children

## **VOLUNTEER EXPERIENCE**

**President** Grand Valley State Renaissance Club | 2004 – 2006

**Youth Mentor** Toastmasters | 2012 – 2018

## **EDUCATION**

**Bachelor of Arts in Creative Writing** | Grand Valley State University