

# TROY KAREDES

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With twelve years of demonstrated experience in digital marketing, I am proficient in community management, social media strategy, and empowered leadership. My uniquely diverse skill set will elevate your brand community strategies.

## KEY COMPETENCIES

**PLATFORMS:** BLUESKY • CARA • BEREAL • DISCORD • FACEBOOK • INSTAGRAM • KICK • LINKEDIN • MASTODON • NEXTDOOR • REDDIT • REDNOTE • SKYLIGHT • SNAPCHAT • STEAM • SUBSTACK • TELEGRAM • THREADS • TIKTOK • TWITCH • TWITTER • WHATSAPP • YOUTUBE • X

**TOOLS:** ADOBE SUITE • AHREFS • ASANA • BUFFER • CANVA • CONFLUENCE • CROWDIN • DAVINCI RESOLVE • GOOGLE ANALYTICS • GOOGLE MEET • GOOGLE TRENDS • GOOGLE WORKSPACE • GRAMMARLY • HELIXA • HOOTSUITE • JIRA • METRICCOOL • MICROSOFT OFFICE • MICROSOFT TEAMS • MONDAY.COM • NETBASE • OPEN BROADCASTER SOFTWARE (OBS) • SLACK • SPRINKLR • SPROUT SOCIAL • STREAMLABS OBS • TRELLO • TWEETDECK • WORDPRESS • XSLIT • YOAST • ZENDESK • ZOOM

## EXPERIENCE

### DIGITAL MARKETING MANAGER — SELF EMPLOYED

05/2020 – PRESENT

- Managed approximately 280 accounts for creators, influencers, models, agencies, and studios across various digital landscapes and industries.
- Optimized account reach by an average of +113% through analytics and social listening to deliver data-informed insights and bridging marketing trends with client needs.
- Leveraged public speaking and broadcasting proficiency to represent brands as a spokesperson by overseeing conventions, managing influencer relationships, and collaborating with stakeholders.

### COMMUNITY DIRECTOR — AESIR INTERACTIVE

09/2023 – 12/2025

- Designed community initiatives to engage players with Twitch live stream events, community gaming nights, a robust influencer affiliate program, and community expert advisory boards.
- Cultivated 7 bespoke social brand voices for new and existing video game titles consisting of 50+ social media channels across crucial platforms and a global studio Discord server.
- Directed the announcement and release of 6 new video game projects over the span of 20 months, including a successful Kickstarter campaign which funded within 19 hours of its launch.

### SENIOR COMMUNITY MANAGER — BOND MARKETING AGENCY

05/2022 – 11/2022

- Improved client acquisition and collaboration by developing industry literacy, creating an expansive knowledge base, and delivering engaging pitch deck presentations.
- Increased client's TikTok engagement by 20% through competitor analysis, problem-solving, optimized content scheduling, and high-quality video production.
- Executed successful marketing campaigns through market research, strategic execution, and effective crisis communication.

**COMMUNITY MANAGER — GUNGOH ONLINE ENTERTAINMENT AMERICA****01/2021 – 05/2022**

- Increased followers by 42% in 7 months by establishing brand voices, identifying engagement opportunities through SEO research, and optimizing content scheduling.
- Successfully led marketing campaigns for new game launches, developing innovative strategies within budget, analyzing competitors and influencers, and fostering cross-functional collaboration for execution.
- Cultivated active and engaged online communities through community management, empathy, and leveraging industry insights.

**LIVE STREAM BROADCASTER — TWITCH****03/2018 – 04/2022**

- Generated \$6.5K+ in charitable donations through creative incentives, engaging content creation, collaborations with influencers, and interactive live streams.
- Gained valuable industry insights through live stream broadcasting, networking, brand collaborations, and conducting informative Q&A sessions.
- Captivated audiences, fostered connections, and leveraged partnerships to drive community engagement, crisis management, and support charitable initiatives.

**COMMUNITY DEVELOPER — THE GAMEPAD VIDEO GAME BAR****04/2016 – 03/2020**

- Increased client foot traffic by over 200% through strategic event planning, including tournaments, influencer meet-and-greets, game launches, and the official Blizzard 2017 Hearthstone Championship Tour.
- Implemented creative digital marketing strategies to expand the client's community reach, integrating online platforms, and fostering community engagement and collaboration.
- Created vibrant and engaged communities, driving brand awareness, loyalty, and implementing effective customer support strategies.

**BRAND MANAGER — TECHNISPORT CHAIRS****03/2018 – 12/2019**

- Generated \$135K+ in product sales through innovative strategies, community programs, engaging events, and compelling website/social media content.
- Popularized the brand as a spokesperson, overseeing conventions, managing influencer relationships, and collaborating with stakeholders.
- Enhanced brand visibility, customer engagement, and market position through multifaceted approaches, driving loyalty and achieving growth.

**BRANCH MANAGER — CITIZENS BANK****08/2016 – 02/2019**

- Implemented procedural improvements, enhancing efficiency and ensuring customer security.
- Achieved a remarkable 169% increase in branch profitability within one year through strategic recruitment, customer-centric training, goal-setting, and empowering coaching techniques.
- Demonstrated exceptional leadership and business acumen, driving operational excellence, and delivering outstanding customer service.

**EDUCATION****UNIVERSITY OF NEW HAMPSHIRE****01/2004 – 05/2010**

Dual-Bachelor of Arts degree in Sociology and Justice Studies with a specialization in Psychology.

**CORVINUS UNIVERSITY****07/2008 – 01/2009**

Study Abroad Program in Budapest, Hungary with specializations in Sociology and Justice Studies.