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Community Lead

To say I'm merely "interested" in becoming thatgamecompany's Community Lead would be, frankly, dishonest. I won't dance around how I really feel: an opportunity to join a studio I deeply admire both philosophically and technically, in a position that is perfectly suited for my background, is a blindingly exciting prospect. I've been captivated by thatgamecompany since I first played Journey—an example of interactive art so elegantly emotional that it changed my conception of what games could be.

I want to make experiences like that and I want to work with the kind of people who share that desire.

I have deep experience across video game audience growth, development, and management, in addition to extensive marketing expertise. I pride myself on having cross-functional capabilities; on any given day, I can move between community and social media strategy, content creation, support, influencer and media relations, event planning, and more.

Being a Community Lead means more than just having technical expertise, though. I've built lasting relationships with countless players of diverse backgrounds, done hundreds of live streams that have been viewed millions of times, turned trolls into passionate players, and guided passionate players into lifelong advocates. Leading communities is what I do, I've been fortunate to enjoy success in it, and I love it.

As Director of Community at Proletariat Inc., an independent studio specializing in large-scale multiplayer games, I've championed a community-centric philosophy that has become the core of our company motto: Players First. I am the lead strategist across all audience relations activities, spanning several unique titles with player bases in the millions, worldwide. I'm proud to have helped transform us from an unknown entity to a studio known for developing massive audiences that are tightly woven into the fabric of everything we do.

World Zombination, a mobile MMO, required grassroots community efforts that ultimately produced an Editor's Choice and #1 rank on the App Store with nearly 5 million downloads. Such a large audience demanded excellence in content and engagement, and I led a program that excelled in retention and player success. Streamline was a pivot: a PC arena game with tight Twitch integration. It required a multi-level approach: we developed a strong relationship with Twitch, demoed with hundreds of broadcasters live on their channels, and became variety streamers in our own right on our way 500k early access downloads. Our latest title, StreamLegends, was a launch title for Twitch's new in-channel Extensions. By engaging where its audiences center themselves—in broadcaster channels and Discord—we've already built the community to more than 400k players.

tl;dr, I want to provide the best player experience possible in our industry and I would be floored to do that for thatgamecompany. You have already made a lasting impact on the medium—and me—and I would be honored to be part of your continued journey. I am eager to learn more about the position, and hope to discuss it with you soon.

Sincerely,

