



Seraphina Brennan

Producer, Project Manager

CONTACT ME

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EDUCATION

Psychology, BS
The University of Pittsburgh
 2004 - 2008

College Prep.
Pottsville Area High School
 2000 - 2004

SKILLS

- Process Design
- AGILE Project Management
- Project Management Platform Setup (Asana, JIRA, Shortcut, Trello)
- Creative Pipeline Management
- Press Training
- De-escalation Training
- Leadership Training
- Market Forecasting
- Business Data Analytics
- User Flows

WORK EXPERIENCE

Lead Producer 2020 - 2024

Threshold Games | Remote

I helped grow the Threshold team from a small LLC to a full C-Corp with an initial funding round of \$6 million USD. I provided skills in business development, process development, game design, and leadership training to establish goals for development velocity and quality, identify key business metrics, and establish service contracts with partners. I also created a new online-focused game development production process known as KUNAI to keep our studio working efficiently, despite communication frictions of remote-only work.

Marketing Manager, Membership 2019 - 2020

JUUL Labs | Austin, TX

During my time at JUUL Labs my managers asked for me to bring skills from managing large-scale video game communities and marketing campaigns to their large-scale marketing programs. I established consistent processes from marketing to both internal and external teams, launched a unified project management system (Asana), and developed international initiatives including the JUUL Pass membership and JUUL Help customer service programs. The experienced team members taught me more about marketing in a legally restricted space, effective distributed team leadership, and industry-centric KPIs.

Senior Community Manager & Live Producer, ArcheAge 2015 - 2018

Trion Worlds | Austin, TX

As the Senior Community Manager in Austin, TX, I managed our on-site team and directed the managers of *Trove*, *Defiance*, and *Devilian*, and managed the *ArcheAge* community. I provided live community and influencer management while also focusing on elevating the skills of our team. As Live Producer, I established a primary link between the Korean development team and Trion's operations, working with the group to launch major technical projects, such as server merges, and product launches of *ArcheAge: Revelation*, *ArcheAge: Maelstrom*, and *ArcheAge: Unchained*, which reached #3 Top Seller on Steam.

Community Manager 2010 - 2015

WB Games / Turbine | Boston, MA

My first major professional experience was working as a Community Manager for WB Games, based out of the Boston office. The diverse nature of our portfolio allowed me to become familiar with live event organization, community project management, legal processes, marketing analytics, media content cadences, effective e-commerce strategies, eSport league operation, copywriting, moderation strategies, and partner relationship management. My role was primarily working with *The Lord of the Rings Online* community and, later, the *Infinite Crisis*/DC Comics community. I also provided similar services to external games such as *Batman: Arkham City*, *Gotham City Impostors*, *Scribblenauts*, and the *F.E.A.R.* Franchise.

REFERENCES

Jes Negron

Threshold Games/Creative Director

Phone: 860-810-0165

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Linda Carlson

Arise Gaming/Director of Biz Dev

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