

Stephanie Rucci

CONTACT DETAILS

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New York, NY

SKILLS

◆ Adobe Creative Suite ◆ Unity 3D ◆ Data Analytics ◆ JIRA ◆ Social Calendars ◆ Confluence ◆ Social Analytics ◆ Procreate ◆ Press Releases ◆ Social Campaigns ◆ Media Kits ◆ Content Analysis ◆ Python ◆

EMPLOYMENT

LOOTFEED

Social Media Marketing Manager
July 2021 - Present

GameStop

District Store Social Media Manager
October 2016 - August 2019

Sketchfab

Community Manager Intern
July 2016 - August 2016

Games for Change (G4C)

Social Media Volunteer
April 2015

"FaycruX"

Social Media Coordinator, Producer
October 2015 - May 2016

BronxNet

Reporter
June 2013 - October 2013

EXTRACURRICULARS

Game Developer Conference (GDC)

Conference Associate
March 2016 - March 2019

IndieCade

Volunteer
April 2016

EDUCATION

Iona College

*B.A. in Mass Communications
Concentration in Public Relations*
May 2017

EXPERIENCE

Community Management

- Gathered user feedback into digestible documentation for the development team at Sketchfab.
- Sought out and invited artists on platforms to join/post their work on Sketchfab.
- Upheld brand voice, tone, and style on forums and social media pages.
- Established and enforced deadlines to collect content from developers to share with the community on a consistent basis.
- Conducted interviews to gather data used in promotions and events.
- Improve SEO results to enhance the foot traffic to company website.

Social Media

- Created social media copies along with social calendars to manage Sketchfab platforms.
- Upheld social media accounts for multiple stores throughout the district at GameStop.
- Managed the handling of all social media channels such as Facebook, Instagram, Twitter, YouTube, LinkedIn, and Discord.
- Generated timely Twitter posts during live panels at G4C on a team of three other Community Managers.
- Remodeled Lootfeed's socials and grew followers by 110%
- Plan and deliver content across different platforms using scheduling tools such as Buffer.

Content Marketing

- Developed a promotion plan that would monetize content and acquire revenue in for the team.
- Research funding opportunities for the development process through the use of social media.
- Created media kits for indie game development teams.
- Ensure progress on all platforms by using analytical tools such as Google Analytics.

Technical

- Designed and implemented games using Unity 3D.
- Shot and edited trailers for upcoming promotions and product sales using Final Cut Pro and Adobe Premiere.
- Photographed video games and their developers for social media advertisements.
- Appeared on camera for game streaming, interviews, and news coverage.
- Write and record b-roll for final video production.