

Cristiana Marchese

GLOBAL SOCIAL MEDIA & COMMUNITY SPECIALIST

CAREER OBJECTIVE

I'm a community and social media enthusiast with several years of international work experience planning effective strategies, executing creative campaigns, and collaborating with talented individuals to ensure the quality of many, successful videogames. I'm currently seeking an opportunity with an innovative organization to bring a fresh, strategic, and multicultural approach to the company's objectives.

Portfolio: <https://cristiana-marchese.wixsite.com/website>

PERSONAL INFO

Brooklyn, NY, 11222

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cristiana-marchese@alice.it

SKILLS

Italian, English, Mandarin Chinese, Spanish, French

Content Writing, Mobile Localization, QA&Testing, Community Engagement and Management, Market Research, Social Media, Communications

CERTIFICATES

TESOL

HSK5

PROFESSIONAL EXPERIENCE

Localization & Community Specialist, IGG – Remote (NYC) March 2020 – Present

- Assist in the development and implementation of community strategies and initiatives to improve follower growth and engagement
- Perform market research (European, Asian and North American market) and provide consultancy on the latest digital trends
- Serve as a POC between various departments to ensure brand consistency and smooth communication
- Create and edit in-game text, social media posts, Google Play/App Store descriptions, surveys, websites, and emails (Italian & English)
- Keep messaging consistent across all social media platforms by evaluating and localizing content (Italian, English, & Chinese)
- Monitor and report feedback from our online communities
- Analyze analytics to understand the performance of our strategies

Content Writer / Community Manager, Taihe Games – Remote (NYC) August 2018 – May 2019

- Managed and engaged Taihe Games' global social media presence on Facebook, Twitter, WeChat, and YouTube
- Created marketing materials, such as game/website descriptions, FAQs, campaign slogans, social media posts and surveys
- Worked alongside Taihe Games' marketing & strategy team to develop social media calendars and tactics
- Tested and localized Taihe Games online and in-game written text (Italian, English, & Chinese)
- Responsible for all Localization Projects of West Legends from beginning to end

Game Operator / Community Manager / YouTuber, Funplus. Beijing, China December 2015 – March 2018

- Researched mobile gaming communities, analyzed market trends and produced communication plans for social media marketing campaigns
- Created engaging social media content for a variety of mobile games, including Family Farm, Family Farm Seaside, Royal Story, and King of Avalon
- Conducted social media metric tracking and data analysis
- Pitched ideas for new community initiatives and external projects to developers, shareholders and PMs
- Developed and hosted the official King of Avalon YouTube channel
- Answered to inquiries from players online and provided customer support on our company's platform
- Responsible for Italian QA, localization, and testing

EDUCATION

- **Columbia Business School**, New York, USA – Diploma in Digital Marketing, Customer Engagement, Social Media, Planning and Analytics
Currently attending

- **BC Mandarin School**, Beijing, China - Chinese Language and Culture - Language Certificate, October 2017

- **Università degli Studi Gabriele D'Annunzio** Chieti-Pescara, Pescara, Italy Bachelor of Arts, Foreign Languages and Literatures - English and Chinese for Tourism and Management, November 2013

- **Beijing Language and Culture University**, Beijing, China - Chinese Language and Culture - Language Certificate, August 2012