



Carissa Vadella

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<https://www.cvadella.com/>

Sales & Marketing Mentor: Larry Kuperman, Dir. Business Development at Nightdive Studios

EDUCATION

Lawrence Tech University
Southfield, MI | Aug. 2015 - May 2020

Bachelor's of Science: Computer
Science, Game Development
GPA: 3.57

CERTIFICATIONS

- **Google Analytics** for Beginners

SKILLS

Marketing & communication

Discord creation/moderation, e-mail
& social media copywriting, technical
writing, event planning, public
speaking, customer support

Social media platforms

Discord, Reddit, YouTube, Twitter,
Bilibili, VK

Content creation

Adobe Photoshop & Illustrator,
Aseprite, Audacity, iMovie, OBS

Productivity

Microsoft Office Suite, Asana, Trello,
JIRA, Front, Notion, Slack, Google
Sheets, Loggly

Tools & engines

Unity, UE4, Playfab, Unity Collab,
GitHub, Source Tree

Code

SquareSpace, WordPress, HTML, CSS,
SQL, C#

EXPERIENCE

Future Friends | July 2021 - Now

Community Manager

- Moderate **Steam forums** and **Discord**, provide **customer support** to **Kickstarter backers** for multiple clients.

Doborog | Nov. 2020 - Now

Community Manager

- Create & moderate **Discord with >3k members** in multiple languages. Provide **customer support on 4+ platforms**. Write **documentation** optimized for translation. Log bugs. Investigate & resolve **>2k in-game player reports**. Create **social media posts** for Reddit, Facebook, and Twitter.

LTU X | Jan. 2018 - Feb. 2021

Game Expo Chair

- Help organize event with **1.5k attendees (>500% increase** in attendance). Create **promo posts (for 4+ social platforms)** and signage. Secure around **\$12k in funding, 8+ speakers, & 65+ developers**. Promote event via TV/newspaper/podcast interviews.

Infinite Machine | Oct. 2016 - Aug. 2020

Project Manager → Community Manager

- **Manage 40 people in 6 teams. Increase attendance by >700%.**
- **Manage 3+ social platforms. Run >100 attendee events**, recruit speakers/volunteers. Secure around **\$5k of funding**.

ImageSoft | June 2017 - Nov. 2017

Technical Intern (Customer Care)

- Provide **customer support** via **email, phone, & GoToMeeting**.

ACHIEVEMENTS

- Provided **QA** to FanLabel iOS app + Sagebrush PC game
- Provided **playtesting** for QAG's Saturnalia
- **Co-hosted CM round table** at Meaningful Play 2018
- Helped **run game dev meetup** Locally Sourced
- **Taught** two week-long **game dev** summer camps for high schoolers
- Worked as a **Girls Who Code** instructor for a middle school club
- Had game xxBrok3nxH3artXx **played by Jupiter Hadley**
- Participated in **12+ game jams**