

ALLYSON NICHOLAS

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Experience

ASSOCIATE COMMUNITY MANAGER | GUNGHO ONLINE ENTERTAINMENT | AUG 2022 - PRESENT

- Managed the communities for four titles, fostering positive sentiment through responding to comments and interacting with the community on dedicated Discord servers
- Strategized and executed social media tactics across 72K followers on X, Instagram, Facebook, and TikTok
- Recorded community sentiment and feedback for all major game announcements and discussed methods of implementing feedback with the company's President
- Liaised with first party platforms (PlayStation, Nintendo, Xbox) to secure social support for all game releases
- Drafted blog articles for PlayStation and Xbox, website articles, and social copy for four titles, along with company newsletters

Accomplishments:

- Led the social campaigns for the global remasters of two titles. Drafted campaign timelines, coordinated all asset creation using JIRA, Confluence, and Sharepoint, and managed budgeting for both projects. Secured Tier 1 press coverage from IGN.
- Curated quarterly marketing proposals for the game Ninjala. Independently managed and executed all monthly social campaigns for the title, resulting in a 20% increase in engagements.
- Revitalized the GungHo TikTok account, resulting in 1K additional followers and 21K likes.
- Developed the training curriculum for all new hires within the marketing department.

SOCIAL MEDIA SPECIALIST | HOLIDAY CHANNEL | MAY 2020 - MAY 2021

- Collaborated with a six member, cross-functional content creation team to pitch, write, edit, and schedule social content; doubled growth goal of 1K followers within one semester
- Moderated user content to ensure that all brand engagement was appropriate and amplified company mission and message
- Utilized Search Engine Optimization practices to write copy; increased page traffic by 10% per month

MEMBER SERVICES SPECIALIST | UCSB RECREATION | MAY 2019 - MAR 2021

- Fostered positive relationships with customers leading to a 5% increase in membership registrations
- Managed informational assets, keeping them up-to-date and organized, and directed customers to the resources they needed

Education

UNIVERSITY OF SOUTHERN CALIFORNIA

- Public Relations and Advertising MA Candidate | Expected Graduation: May 2027

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

- BA in Theater, with an emphasis in Theater and Community | Minor: Japanese

Interests

Aerial Hoop and Silks | Fashion | Content Creation | Running | Trying new coffee shops