



CHRISTA M. RENSEL

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1834 Barker Drive
Winter Park, Florida

INTERNET MARKETER / BRAND BOOSTER / COFFEE JUNKIE

I love what I do, seeing ideas come to fruition, and tackling the challenge of adapting to new situations. I want to be part of a creative team that makes great ideas come to life through user-centered engagement and design.

EXPERIENCE

Creative Media Developer, Sky Parlor Studios / July 2012 - December 2013

A development studio focused on creating mobile-first social technologies for apps and games.

Responsibilities & Accomplishments:

- Executed multiple Facebook App Install Ad campaigns resulting in download rates 4,000% higher than average
- Defined branding guidelines for app; including tone of voice and language
- Designed a transactional email system and created content for all emails
- Collaborated with designers on user interfaces and experience (UI/UX) for apps and games
- Advised on implementation of a self-hosted analytics system to track app usage
- Completed market research for a social event app to procure feedback on UI/UX
- Produced a competitive analysis of direct and indirect app competitors
- Developed wireframes, storyboards, and documentation for a social event app
- Created release assets for the App Store, Google Play Store, and Facebook Apps for all apps and games
- Managed teams of 5 and 3, to create a social event app and Sudoku game (respectively)
- Conducted project management to create timelines, scope projects, coordinate teams, and ensure team collaboration and communication

Marketing Manager, Together Games / August 2013 - November 2013

A Software as a Service startup, simplifying the development of asynchronous multiplayer mobile games.

Responsibilities & Accomplishments:

- Increased company reach by 85% through social media marketing, content marketing, and strategic partnerships
- Strategized and executed a content marketing plan through blogging, infographics, guest posts, video tutorials, and social media channels
- Defined branding guidelines for company; including tone of voice, language, and usage guidelines
- Created and maintained a marketing report to show month-over-month growth in reach, leads, and user acquisition
- Identified and defined target audience and personas
- Website design and copy optimization
- Coordinated efforts with business development and engineering teams to create compelling content, documentation, and marketing collateral
- Responsible for day-to-day social media engagement

Marketing Manager, Sky Parlor Studios / December 2011 - July 2012

Mobile game studio with a focus on social games and technologies.

Responsibilities & Accomplishments:

- Created release assets for the App Store, Google Play Store, and Facebook Apps for all games
- Created press kit assets; including trailers, screenshots, posters, and press releases
- Produced a framework for game launches and promotions; including marketing and advertising campaigns, timeline of releases, media outlets, and a mobile ad network inventory list
- Grew Facebook and Twitter followings from zero to 500+ on each platform, within target audiences
- Involved in copywriting and user experience / engagement design for social games

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Marketing Intern, Sky Parlor Studios / September 2011 - December 2011

An indie mobile game studio that strived to create fun games that engage and entertain.

Responsibilities & Accomplishments:

- Lead studio-wide training on the importance of personal branding
- Responsible for creating release assets for the App Store and Google Play store
- Created inventory of indie gaming communities and low-cost marketing options
- Created press kit assets; including trailers, screenshots, posters, and press releases

SKILL SETS

- Mobile app marketing for App Store and Google Play
- The creation process of mobile apps and games
- Facebook ad campaigns
- Email marketing through Mailchimp and Mandrill
- App and site usage tracking through Google Analytics, Swrve, and self-hosted systems
- Social media marketing through Facebook, Twitter, LinkedIn, Pinterest, YouTube, Google Plus, and others
- Content marketing and communications
- Creating visual content with Adobe Photoshop, Illustrator, and InDesign
- Working knowledge of HTML and CSS
- Project management through Asana, Evernote, Trello, Basecamp, Zoho, and Wunderlist

EDUCATION

Internet Marketing Bachelor of Science / Full Sail University, 2012

Graphic Design Associates of Science / Ferris State University, 2009

NETWORKS & GROUPS

Marketing Director, IndieNomicon / July 2013 - Present

A monthly meet-up for gamers to discover the creativity and culture of the independent games being created in Central Florida.

Responsibilities & Accomplishments:

- Creating a social media marketing plan (executed by IndieNomicon board members)
- Advising executive board on marketing opportunities
- Providing guidance on website, branding, and marketing materials
- Growth in membership from 40 to 100 in 4 months

Member, International Game Developers Association / March 2012 - Present

Design Specialist, Student Branding Society / July 2010 - December 2011

A student group dedicated to teaching students how to construct their personal brands.

Responsibilities & Accomplishments:

- Created posters for monthly meetings
- Designed email campaign for Operation Gratitude, a non-profit organization
- Produced educational content to teach members about personal branding



**MAKING
VOICES
HEARD.**