

kestrel riot

community developer & manager

(they/them)



Info

location Pittsburgh PA
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profile

Community manager with 10+ years of experience, focused on creating authentic connections between communities and companies that foster positivity and growth. Strong background in D&I-based initiatives, looking both internal and external communities with an eye for serving underrepresented identities. Excellent communication skills, particularly in navigating executive suite conversations and driving the impact of community engagement. Loves leading and developing employees.

skills

- Community Development Strategy
- External & Internal Communication
- Conflict Resolution
- Diversity & Inclusivity
- Team Leadership
- Training & Development
- Public Relations
- Hilarious Jokes

education

BA in English,
Creative Writing Concentration

albertus magnus college

find me

website:
mxkestrel.com

linkedin:
www.linkedin.com/in/mxkestrel

Employment History

senior community manager, niantic labs

2022-2023

Niantic Labs is world leader in AR technology, developing immersive games such as Pokémon GO, Ingress, and Monster Hunter NOW. As the Senior Community Manager for Pokémon GO, my responsibilities are:

- Manage a community of 14 million players, navigating sentiment against company KPIs and strategizing to deliver the best results
- Develop and maintain first in class grassroots community programming, aiming at invigorating growth and positive sentiment in our casual player base
- Work with stakeholders across the company in creating gameplay that creates authentic, long-lasting bonds within our community
- Manage a global team to meet individual needs in each target market
- Maintain all influencer and content relations, creating a white glove program that drives their engagement

community manager, gen con

2020 - 2022

Gen Con is the largest tabletop gaming convention in North America, serving the industry since 1968. As a Community Manager, I focus on:

- Being the voice of the organization to help build an engaged community at Gen Con and abroad; developing and maintaining an active, positive relationship with the community.
- Creating and developing content plans for all social media platforms.
- Documenting, responding to, and reporting actionable community feedback while de-escalating situations when applicable.
- Creating programs to identify key influencers and stakeholders and convert them into community advocates.

community manager, dystopia rising

2018-2019

Dystopia Rising creates monthly immersive live events for participants to interact with and co-operatively build stories for up to 1000 participants. As the Community Manager, my responsibilities were:

- Facilitate the growth, education, and inspiration of a community of 600+ members and staff
- Manage event and staff scheduling
- Resolve internal and external conflicts, overview team safety, and continually trained team on most up-to-date techniques and company policies
- Run quarterly digital social events to keep community connected
- Actively listen, interpret, and report on community feedback
- Provide a clear point of contact for any community need

director of storytelling, dystopia rising

2014-2018

- Create, write, and manage complex, interactive storylines for participants to engage in
- Adapt and react to participants' choices, adjusting writing and event management on the fly to maximize engagement
- Coordinate, train, and manage a team of eight writers and twenty additional volunteers
- Develop national-level standards for other immersive events to create best-in-class content