

Daniel A. Nimitz

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My Mission: I am a creative, compassionate team player who seeks to build relationships between members of the game development community.

EDUCATION

Masters of Business Administration (Marketing) GPA: 3.50
The University of New Mexico (UNM), Albuquerque, NM

Bachelor of Business Administration, Minor in Psychology GPA: 3.80
The University of New Mexico (UNM), Albuquerque, NM

PROJECTS

Community Manager for <i>Heroes of Tara</i>	January 2021 - Present
Community Manager for <i>Magic School Mystery</i>	June 2020 - August 2020
Programmer for <i>Dream Boat</i>	June 2020
Programmer for <i>Forthwind</i>	May 2020 - June 2020
Programmer for <i>A Battle of Time and Knowledge</i>	May 2020
Producer and Designer of <i>Dream Weavers</i>	April 2020
Producer and Designer for <i>Fuel Priest</i>	July 2017 - February 2019
Junior Producer for <i>Katastrogon 3D</i>	May 2017 - August 2017
Assistant Producer and Designer for <i>His Excellency's Chef</i>	August 2016 - May 2017

RELEVANT EXPERIENCE

Community Manager at Heroes of Tara January 2021 - Present

- Gathering 150+ leads for influencer marketing
- Creating and managing website including Facebook Pixel
- Gathering 2+ emails to mailing list per day with a budget under 300\$

Community Manager at Magic School Mystery (Contract) June 2020 - August 2020

- Daily analysis of ROI of influencers and paid marketing through social media
- Writing to influencers with a 22% response rate
- Integrating playtesters into promotions resulting in strong word-of-mouth promotion
- Creating and executing a marketing plan through social media to release 142% overfunded game

Business Consultant at The Small Business Institute August 2019 - January 2020

- Finding best methods and tactics to promote products for 5 mid cap companies
- Collaborating with several other researchers to write best 50+ page business plans
- Presenting marketing insights to management teams and fielding questions
- Gathering and analyzing 100s of survey results to better define value propositions and target markets

Seasonal Sales Consultant at OfficeMax August 2019 - January 2020

- Planning, organizing, and establishing priorities to manage multiple projects
- Creating graphics using Microsoft Publisher and Photoshop
- Consistently ranking 3rd out of 20+ teammates for customer loyalty rewards sign ups

Timeless Caverns Producer and Designer

July 2017 - February 2019

- Coordinating a 5-person team to see a concept through to finished project
- Creating and managing a budget for a 7,400\$ project which we completed under budget
- Building long-term relationships with developers for cross-promotion efforts
- Running 23 team meetings, none of which went over time
- Creating and monitoring budget resulting in a 148% overfunded kickstarter campaign

SP Entertainment Junior Producer

May 2017 - August 2017

- Content generation, implementation, and analysis using Tweetdeck and Google Analytics
- Working with production to identify best opportunities
- Keeping tabs on best conventions resulting in higher convention ROI

GlowLime Games Assistant Producer, Designer, Writer

August 2016 - May 2017

- Organizing meetings for a 16-member team remotely
- Building and editing large-scale design documentation and spreadsheets to lay out game mechanics clearly and concisely to programming team
- Collaborating with 16 team members to find and clear roadblocks

EXTRACURRICULARS

- Discord Admin for 3 Gaming Discords
- 12 Years as Game Master and Host for Tabletop RPG Group
- 12 Years Game Mastering for Weekly Group
- Lobo Games Lab
- Tree New Mexico Volunteer

SOFT SKILLS

- Team Player
- Multitasking
- Critical Thinking
- Verbal and Written Communication
- Love of Games
- Deep Understanding of Gaming Spaces

HARD SKILLS

- Paid Social Media Marketing
- Influencer Marketing
- Tweetdeck
- Google Analytics
- Discord Management
- HTML and CSS
- Time Management
- Agile/Scrum
- Road Mapping
- Unreal
- Unity
- Blueprints
- C#
- NASBA Certified Ethical Leader
- Information Security Certification
- Market Research