

Daniel A. Nimitz

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My Mission: I am a creative, empathetic team player who seeks to build positive and productive relationships between members of the game development and gaming communities.

EDUCATION

Masters of Business Administration (Marketing)

GPA: 3.50

The University of New Mexico (UNM), Albuquerque, NM

Bachelor of Business Administration (Organizational Leadership), 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
- Building mailing lists

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 Game Mastering for Weekly Group |
| • 12 Years as Game Master and Host for Tabletop RPG Group | Lobo Games Lab
Tree New Mexico Volunteer |

SOFT SKILLS

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

HARD SKILLS

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