

REID SAMUEL BROUDY

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EDUCATION

The University of Texas at Austin

Master of Science, Marketing

May 2024

- Qualitative and quantitative marketing skills for transforming data and developing impactful business solutions

Bachelor of Arts, Human Dimensions of Organizations & Business Minor

May 2023

- A combination of humanities and social science courses designed to enhance the functionality of organizations

WORK EXPERIENCE

Activision Blizzard

Product Management Coordinator, Emerging Franchises; Los Angeles, CA

May 2020 - April 2023

- Launched *Crash Team Rumble* at The Game Awards, achieving 100M+ views in 24 hours via streams & partnerships
- Orchestrated *Crash Team Rumble's* media tour and hands-on events, showcased at GDC and Summer Game Fest
- Oversaw the launch of @crashbandicoot's TikTok, amassing 150K+ organic followers in three months
- Led Crash Bandicoot's 25th Anniversary strategies; 350+ PR mailers highlighted in *Forbes*, *IGN*, *GameSpot* and more
- Secured 250+ media features for *Tony Hawk's Pro Skater 1+2* Switch launch and reported takeaways to the company

Marketing and PR Intern

May 2020 - August 2020

- Successfully rolled out and updated websites for *Crash Bandicoot 4* and *Tony Hawk's Pro Skater 1+2* game launches
- Executed collaborations with Quavo, Swae Lee, Trippie Redd, and Rich The Kid, overseeing partnership deliverables
- Conducted internal gameplay BETA messaging and activities for optimal in-game feedback and improvement

BroudyDesigns – *Website Designer, Marketer, and Creative Consultant*

January 2016 - December 2021

- Conceptualized, designed, and launched websites for 15+ clients; combined audience total of 20K+ views a month
- Developed, refined, and led training on computer and home tech systems, improving user proficiency and reliability
- Collaborated with influencers and business owners on marketing projects to grow revenues and social following

Common Sense Media – *Teen Board Member*; Santa Monica, CA

September 2016 - July 2019

- Presented across Los Angeles to 2,500+ middle school parents on the effects of technology usage
- Brainstormed and executed ideas for Common Sense Media's curriculum rollout and their Teen Board program

ACADEMIC ACHIEVEMENTS

Playstudios – *Marketing Intelligence Capstone Project, Project Lead*; Austin, TX

Present

- Spearheading influencer marketing for the playAWARDS brand within Tetris, MGM Slots, and myVEGAS franchises
- Establishing methods to analyze campaign data for measuring the impact of partnerships on player engagement

Salesforce Case Competition

Finalist Case Competition Team; Austin, TX

October 2023

- Secured finalist status among 15+ teams in Salesforce's Case Competition with a standout marketing campaign
- Utilized learning language models to collaborate with Salesforce's Einstein brand for increased app purchases

Best Public Speaker Award; Austin, TX

October 2023

- Distinguished myself from 50+ competitors, earning the prestigious Best Public Speaker Award for my presentation
- Pitched innovative marketing campaign to senior Salesforce executives, demonstrating persuasive communication

ADDITIONAL INFORMATION

Computer Proficiencies: MS Excel & MS Suite, Canva, iMovie, GarageBand, WIX, Shopify, WordPress, and Squarespace

Coding Proficiencies: R, Python, SQL, and Tableau

Languages: English (Fluent), Spanish (Intermediate)

Interests: Technology, Stocks, Crypto, Baseball, Fantasy Football, Movie Making, Music Production, and Gaming

Work Eligibility: Eligible to work in the United States with no restrictions