

# REID SAMUEL BROUDY

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## EDUCATION

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### The University of Texas at Austin

Master of Science, Marketing

May 2024

Bachelor of Arts, Human Dimensions of Organizations & Business Minor

May 2023

## WORK EXPERIENCE

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### 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
- Interacted with media experts to better understand how to make educational changes within the tech industry

## LEADERSHIP EXPERIENCE AND ACTIVITIES

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**Sigma Alpha Mu Fraternity** – *Philanthropy and Standards Chair Positions; Austin, TX*

September 2020 - May 2023

- *Philanthropy Chair*: Organized fundraisers for local organizations and the Alzheimer's Association, raising over \$15K
- *Standards Chair*: Maintained top GPA standing and determined membership status across problematic members

**The TAMID Group** – *Consulting Group Member; Austin, TX*

January 2020 - May 2023

- Completed rigorous application process to be selected as a consulting group member for Israeli tech companies
- Formulated and proposed LiDAR integration strategies to elevate and diversify *Metridix LTD's* product lineup

**Sinai Scholars** – *Community Member; Austin, TX*

January 2020 - May 2020

- Built community by torah study, Jewish activities, and networking opportunities through UT Chabad's mentorship

## ADDITIONAL INFORMATION

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**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