

ELIOT MILLER

Berkeley, CA 

510 646 6072 

eliot.k.miller@gmail.com 

[linkedin.com/in/eliotmiller](https://www.linkedin.com/in/eliotmiller) 

ToBeGosu.Com 

For the past 4 years I have principally worked as a contractor utilizing my skills in community building, content marketing and social media management. Now I am looking for long term employment as I establish a career in marketing.



RELEVANT EXPERIENCE

Community Manager | Sansar, Linden Lab | 2018 - 2019

Led Community initiatives, drive engagement across Social Media and produce & promote both digital and physical events. Also work closely with other teams to provide feedback and kept a pulse on the community.

- *Assisted our community of creators in making money from our platform, and how to create the best content for Sansar.*
- *Planned and executed marketing initiatives for Sansar's launch on Steam.*
- *Worked with key stakeholders to design, plan, and develop extensive marketing activations and events. Partners included Twitch streamers, esports teams, Rod Roddenberry (Star Trek) and top Comedians.*
- *Produced a weekly live stream on Twitch to engage with the community and teach them how to make the most out of Sansar as a platform.*
- *Developed community initiatives to drive engagement. Interfaced with the Legal Team to deliver community contests and giveaways.*
- *Facilitated and moderated weekly "in-world" feedback sessions between the Product Team and the Community. Also collected user feedback for the Product & QA teams.*
- *Managed Social Media and community discussions across Twitter, Facebook, Instagram, YouTube, Twitch, Discord and Steam.*
- *Collaborated with the Product team to write Update and Patch Notes.*
- *Administered booth demos and represented Sansar at TwitchCon, in addition to helping with setup and packdown.*
- *Collaborated with the Support and Event teams to deliver online events with partners, and daily community events.*
- *Received feedback from users and communicated to Product team to help refine feature pipeline*

Community Manager | Mux | 2017

Created content for the blog and social media as well as producing promotional videos, while building a B2B community. Co-led Mux's monthly meetup and recruited speakers.

- *Increased base traffic to website by 30% in one quarter.*
- *Met a goal to get 50% of the engineering team writing blogs with my help and guidance.*
- *Gave a talk titled "A Crash Course on Cinematography" at the first annual Demuxed conference.*

Content Marketing & Social Media Manager | DaCast | 2015 - 2016

Produced articles with embedded videos on a weekly basis. Also managed DaCast's social media presence, optimized content for SEO and developed an extensive library of tutorial videos for their YouTube Channel.



PREVIOUS EXPERIENCE

Community Admin | Multiplay, UK | 2014 - 2015

Insomnia LAN is the largest gaming festival in the UK. Around 100,000 attended over the course of a weekend, with an additional 30,000 competing in gaming events. I organized and promoted tournaments for patrons, drove participation and handled conflict resolution.

Content Specialist | Peer5 | 2017-2018

Wrote articles and devised content marketing & social media strategy for Peer5.

Esports Contributing Editor | ESL Gaming & ESFI World | 2013-2014

Attended gaming conventions to film and conduct interviews with esports personalities, game developers and internet celebrities. I also wrote in depth articles on esports as a phenomenon

English Teacher | Tianjin, China | 2013-2014

Taught English speaking classes to 20-35 young teenagers in China.



SKILLS

- Writing, Outbound Messaging, SEO
- Video Production, Live Video Streaming,
- Event Planning & Promotion
- Presenting, Public Speaking
- Creator Engagement
- Social Media, Community Moderation
- Cross-disciplinary teamwork
- Premiere Pro, Photoshop, InDesign
- HTML, CSS, Wordpress, Ghost
- Buffer, Hootsuite, Tweetdeck
- MS Office, G-suite
- Twitter, Facebook, Instagram, Discord, Reddit, Twitch and YouTube
- Expert in gaming culture



PERSONAL PROJECTS

The Board Game Arcade | A Kickstarted Event

Leveraging the community I started with the Bay Area Tabletop Devs, I [successfully Kickstarted my own event](#). I budgeted, planned, staged and orchestrated a one day "arcade-style" board gaming event.

Bay Area Tabletop Devs | A Community of Board Game Designers

I established a [community for board game designers](#) in the San Francisco Bay Area, growing the Facebook group I started to over 300 local designers. I run regular playtesting events for developing games, as well as personally advise members on social media marketing and running their own crowdfunding campaigns.

ToBeGosu | My Personal Brand / Consultancy

[ToBeGosu.com](#) is my personal brand I have used to run esports tournaments, create board gaming events, do marketing consultancy and release games. I taught myself how to use Wordpress, HTML, CSS, branding and graphic design as I developed my own website and brand.



EDUCATION

History, BA | Swansea University | 2013