

# GEORGE LAMPARD

SENIOR MARKETING MANAGER

[www.GloriousGe0rge.com](http://www.GloriousGe0rge.com)

 848 448 1560

 contact@gloriousge0rge.com

 Timonium, Maryland

 [/gloriousge0rge](https://www.linkedin.com/in/gloriousge0rge)

## PROFESSIONAL OVERVIEW

A creative entertainer willing to relocate or work remote, with over a decade of experience in social media management, analytics, content creation, and community management. A lifelong content creator and team leader, with a passion for Dungeons & Dragons and the TTRPG space.

## SKILLS

Social Media Analytics

Creative Content Production

Graphic Design

Product Development

Community Management

Global Social Media Management

Content Management

DSLR Photography and Video

Creative Writing and Copy Writing

## TECH SKILLS

Content Management Systems

Discord Server Management

Streaming Software

Adobe Suite

Microsoft Office

Sprout, Hootsuite and Sprinklr

PC Building

### Social Campaign Manager

Forgotten Adventures – Remote from Maryland | 2024 – Present

Leading the marketing efforts for one of the top TTRPG Patreon creators, creating memes and streams to drive attention to their products, and establishing partnerships and influencer connections.

- Increased the social reach by 200% with a grassroots Twitch campaign.
- Managed and worked closely with artists, song writers, animators and programmers to improve their content creation methods to drive further engagement.

### Sr. Social Media Manager – Global

Cooler Master – Remote from Maryland | 2023 – Present

Leading the rebuilding and reorganization efforts of the Cooler Master global social brand. Efforts include revitalizing their content creation team and managing their regional page managers and social brand guidelines.

- First pick to help build and run the new team they are creating here.
- Increased the organic reach for their global Instagram page by 300% in nine months, and 100% increase for Facebook in that same timeframe.
- Directed a hit piece of viral content that earned over 3,000,000 views across all social media platforms and received free press promoting their CryoFuze Thermal Paste on five major publications including PCGamer.com, TweakTown, and Tom's Hardware.

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## EDUCATION

UNC – Bachelor of Media Studies  
Greensboro, NC  
2007 – 2012

OCVTS || Post Graduate Degree  
in Video Production and Graphic  
Design  
Brick Township, NJ  
2004 – 2007

## WORK EXPERIENCE CONTINUED

### Manager, Global Community and Social Media

Corsair - Fremont, CA | January 2022 – November 2022

After a long run of successful content, I was promoted to develop and manage content creation efforts for all social media platforms. I led teams and contractors in developing new content, intuitive software experiences and unique marketing strategies, overseeing analytics and working with the email marketing team.

- Ran the social media and content teams in creating unique content and compelling marketing campaigns to build the company's official TikTok.
- Managed external contractors and internal artists; fielded requests and needs from other teams and departments within the organization.
- Managed the design and delivery of swag products, including Christmas ornaments, coloring books, and pins.

## AWARDS

**First Video to Hit 1 Million Views**  
Corsair  
Fremont, CA  
2018

Outstanding Customer Service  
Award  
Corsair  
Fremont, CA  
2017

Machinima Directors Program  
Machinima.com  
Los Angeles, CA  
2008

National Gold Medalist for Video  
Product Development  
Skills USA  
Kansas City, MO  
2006 & 2007

### Social Media Content Manager

Corsair - Fremont, CA | August 2015 – January 2022

After great success as a specialist in content creation and community, was promoted and placed in charge of all content efforts on social media; including the creation and management of the global content calendar.

- Created, wrote, and directed the Corsair Comic, a monthly web comic earning millions in organic impressions and engagement across all platforms.
- Created and managed several successful viral campaigns including our Giant RGB Fan, our April Fools Game Launcher, and our RAM Cookie video which earned over 20 million impressions.
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### Gaming Marketing Specialist

Corsair - Fremont, CA | February 2015 – July 2018

Recruited initially as a Coordinator and quickly promoted to Specialist. Tasked with assisting all gaming marketing efforts, including social and community management, influencer management, partnerships, and even a bit of software development.

- Established Corsair as a name brand on Reddit and built up our presence in the PC gaming community.
- Created multiple unique content pieces that made it to the front page of Reddit, earning millions of views.