

Keith Muelas

Community & Social Media Manager

Email: keith@bighungry2x.com
Phone: +1 561 389 3446
Location: Seattle, Washington
LinkedIn: <https://www.linkedin.com/in/bighungry2x>
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- 2 Years of experience as a game producer.
- 9+ Years of Community & Social Media Manager Experience.
- 15+ Games shipped - Steam, Epic, Xbox, Switch, PS4, iOS, Android.
- Experience maintaining multiple game projects & managing internal and/or external partners at a time.
- An extremely organized, proactive, and goal oriented individual.
- A gamer of 20+ years, now making games. Extensive industry & gaming knowledge.

Community Lead, NantGames

2021-Current

- Drove brand awareness & beta player acquisition strategies
- Managed full social boosting spend
- Developed & executed community launch plan
- Wrote specs & managed development for community & social systems in-game
- Managed 3rd party partnerships & communications
- Developed Marketing & Community budget proposals
- Managed & Developed forward facing marketing materials
- Managed website development
- Performed internal studio appreciation & community events
- Set up internal and external calendars for development and update statuses
- Hired & managed a community / social team

Community Manager, tinyBuild

2018-2021

- Community Manager for 10+ shipped games.
- Created communities for new games in development.
- Managed a team of volunteer admin / moderators for discord & streams.
- Created & managed the tinyBuild Influencer Program (Creator Club). Maintaining a list of 1-3k influencers.
- Wrote and published social media content for all platforms.
- Created custom media assets with Photoshop & Adobe Premiere.
- Ran giveaways, community events, and coordinated in-person interactions.
- Performed interviews and was a host for streams & events.
- Actively worked with game developers to determine whether community interactions could be implemented into the game (characters, skins, Twitch integration, etc).
- Tracked social media growth & engagement analytics.
- Worked closely with external sales platforms, influencer management companies, and PR / marketing teams.

Professional Broadcaster, Mixer

2017-2018

- Streamed full time on Microsoft's Mixer broadcasting platform.
- Created a community of over 100,000 people from scratch.
- Obtained a total of over 1 Million total views on Mixer during this time frame.
- As a Mixer Partner living in Seattle, I visited the studio and assisted in development sessions.
- Hosted in-person events at E3, PAX, Mixer Headquarters, Microsoft Store launches, etc.
- Participated in paid game promotional sessions as well as promotional commercials

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Work Experience

2021 - Current	Community Lead & Developer - NantGames
2019 - 2021 (2 Yrs)	Game Producer - tinyBuild
2018 - 2019 (1 Yr)	Community & Social Media Manager - tinyBuild
2017 - 2018 (2 Yrs)	Full Time Professional Broadcaster - Mixer, Microsoft
2017 (1 Yr)	Broadcasting Host of Xbox Interactive - Mixer, Microsoft
2017 (1 Yr)	QA Lead of Xbox One X Backwards Compatibility - Microsoft
2014 - 2017(4 Yrs)	3D Artist - US Special Operations Command (Cuberig Contract)

Education

Aug 2011 - Dec 2014	Bachelor of Fine Arts, University of Tampa, Florida <ul style="list-style-type: none">● Focus of 3D Modeling & Texturing
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