

# Michael Owen

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## Experience

### **Community Manager / 3BLACKDOT**

Oct 2022 - Aug 2023, West Hollywood, CA.

- Responsible for building and nurturing online communities with hundreds of thousands of active members.
- Expertise in developing and implementing community engagement strategies, resulting in increased user participation and satisfaction.
- Skilled in moderating and resolving conflicts within online communities, maintaining a positive and inclusive environment.
- Proficient in utilizing various community management tools and platforms to streamline communication and enhance user experience.
- Successful in organizing and executing engaging community events, such as AMAs, contests, and virtual meetups, fostering a sense of belonging and connection among members.
- Strong analytical skills, adept at tracking and analyzing community metrics to identify trends, assess user feedback, and optimize community engagement strategies for continuous improvement.
- Exceptional communication skills, both written and verbal, with the ability to engage and interact effectively with community members, stakeholders, and team members.
- Deep understanding of social media platforms and trends, including proficiency in leveraging them to grow and engage online communities, as well as monitor and respond to community feedback and sentiment.

### **Online Marketing Manager / Reclaim Arcade**

Dec 2021 - Oct 2022, Fredericksburg, VA.

- Took charge of existing presence on Facebook and Instagram and created a new presence on TikTok, growing the online community of Reclaim by over 350% in four months with consistent engagement.
- Created and executed new content schedule with multiple posts a day aimed at engaging and growing the platform communities, caching a month's content ahead of time.
- Developed content for paid advertisements distributed on Google and social platforms, and took the lead on creating and managing released advertisements.
- Planned, conceptualized, and executed video and image assets across all platforms, implementing my experience in graphic design and video editing.
- Lead collaborations with influencers on Instagram and TikTok to further expand brand reach.
- Partnered with vendors and distributors working with Reclaim to market the products coming in to the online communities.
- Concepted and coordinated events at Reclaim, including an alternative rock focused music night that had a turnout 55% higher than any previous music focused event.

### **Freelance Social Media/Online Marketing Specialist / MoebiWan**

Jan 2011 - Dec 2021, Fredericksburg, VA.

- Utilized an extensive network of booking platforms to obtain gigs from hundreds of companies looking for email marketing strategies, social media content, brand assistance, positioning advice, short and long term team collaboration, ad creation, and more.
- Partnered with dozens of internet personalities and influencers to facilitate brand and sponsorship deals, creating copy and video formats that met the sponsored requirements no matter the demands.
- Took short and long term ownership of the social platforms for dozens of companies large and small, optimizing their presence while growing their communities and awareness of their brand.
- Advised on hiring for permanent social media/online managers or giving existing team members the tools and training they needed to continue from where my time with them would end, to great effect.
- Used various content scheduling techniques to help dozens of companies optimize their releases for maximum impact, and delivered detailed reports to train team members how to identify successful launches.
- Advised on paid ad strategies, and often even led the team effort to ideate, create, and execute paid brand awareness and ad campaigns for dozens of companies.

## Skills

**Strategy/** Brand positioning and strategy, creative briefs, creative ideation and concepting, community creation, audience and fandom analysis and engagement, partner management, product launches, and campaign planning.

**Platform Expertise/** Facebook, TikTok, Instagram, Twitter, Reddit, YouTube, Twitch, Discord.

**Moderation, Community Management/** Moderator of 6 Discord servers and 5 Twitch channels including the Cash App gaming channel. Have effectively grown, moderated, and engaged with brand communities on Facebook, Instagram, Twitter, YouTube, Reddit, and TikTok numbering in the tens of thousands. Answering thousands of comments and questions a week on multiple platforms. Over a decade of experience creating and managing communities for personal projects and professional brands.

**Personal Experience/** Avid lover of content creation, over the last decade I have created my own talk shows, review channels, contestant based game shows, a music production brand, podcasts, video game channels and streams, music critique shows, anime-centric blogs, and a one-man game studio.