

ASHLEY ALICEA

Game Development & Community Management

Portfolio: www.ashleyalicea.com

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WORK EXPERIENCE

IndieCade - International Festival of Independent Games: Community Manager & Associate Producer

New York, NY (December 2014 – Present)

- Oversee content development and engagement for IndieCade's 200K-member social media communities, blog, and newsletters
- Managed *IndieCade East 2015* conference logistics, production schedules, team & tech coordination, budgets, and partnerships

Global Game Jam: Executive Committee Member

New York, NY (June 2014 – Present)

- Collaborate on the production and promotion efforts behind *Global Game Jam*, an international event held across 75+ countries
- Assist in the development and management of *Global Game Jam* publications, press kits, websites, social media channels, and more

Qlovi: Vice President of Game Production

New York, NY (September 2014 – December 2014)

- Led creative and technical production for the educational iPad storybook game *Call Me Cami: Me Dicen Cami*
- Handled design documentation, asset modifications, scheduling, and bilingual communication with in-house & remote teams

International Game Developers Association - Puerto Rico: Board Member & Events Manager

San Juan, PR (October 2013 – September 2014)

- Organized local workshops, meetups, and game jams to support game development and local developers in Puerto Rico
- Developed marketing materials, press releases, social media content, and articles for the organization and its website

Games for Change: Community Manager & Production Associate

New York, NY (January 2013 – June 2013)

- Oversaw 800K+ online player community for the transmedia Facebook game *Half the Sky Movement: The Game*
- Developed the game's digital & social media communication strategies while supporting producers with QA & production tasks
- Created written content and graphic designs (digital and print) for use in events, social media, in-game content, and more
- Assisted in the production of events such as the *Games for Change Festival* and *Packard Foundation's Game Thinking Summit*

EDUCATION

Ithaca College: Ithaca, New York

B.A. Interactive Media Production (December 2012)

- Game Developers Club - President (Oct. 2009 - Dec. 2012)
- Microsoft Senior Student Partner (Nov. 2011 - Dec. 2012)

RELATED EXPERIENCE

GameDevLatinos.com - Founder & Blogger

Game Developers Conference '14, '15 - Conference Associate

Beggar Blocks (HTML5 puzzle game) - Sole Developer / Artist

SKILLS

Languages

Fluent in English and Spanish

Platforms & Applications

PC/Mac, Windows 8/iOS/HTML5/Facebook Development, Adobe Photoshop/Illustrator/InDesign/After Effects/Flash/Dreamweaver/Acrobat CS6, Construct 2, Spriter, Audacity, Git, Microsoft Office, MailChimp, HootSuite, TweetDeck, Get Satisfaction, Asana, Trello, Basecamp, Sched, EventBrite

Computer Languages

HTML5, CSS, Javascript

General Skills & Interests

Game & event production, 2D game design & development, product & project management, public & team communication, technical documentation, graphic & website design, marketing, community management, developer relations, social media, educational / puzzle / RPG / simulation / co-op games