



Jimmy Bowers

Community Manager

CONTACT

📞 +44 (0)7359 897515

✉️ jimmysowers@gmail.com

💻 jimmyowers.com

📍 Doncaster, UK

SKILLS

- Management of brand social channels
- Key beat planning and execution
- Copywriting and copyediting
- Ghostwriting for senior developers
- Moderation of online spaces
- Content creation and editing
- Player support and bug escalation
- Digital and IRL event management
- Streaming and hosting
- Reporting and presenting

EDUCATION

Bachelor of Arts

English Literature (Creative Writing)

Upper Second-class Honours (2:1)

Certificate in...

Adobe Creative Cloud

Photoshop, Premiere Pro, and Audition

ABOUT ME

6+ years of games industry experience. An award-winning Community Manager and MarComms professional with a special interest in games writing and content marketing. Publisher and developer experience, from go-to-market campaigns and engaging social activations to influencer management, post-launch support, and design briefs.

Ex-games journalist. Bylines at MCV/Develop, DualShockers, SPM, and more. BAFTA Connect Member. Creator of Killzine.

WORK EXPERIENCE

COMMUNITY MANAGER OCT 2025 - MAR 2026

CORTOPIA STUDIOS / BEYOND FRAMES 6 MONTH FTC

Working within the publishing team at Beyond Frames, supporting the developers at Cortopia Studios with SoComm and community for the TMNT: Empire City go-to-market campaign. Collaborating with stakeholders at Paramount for major beats, while also supporting Devolver Digital with GORN 2 community and post-launch efforts.

COMMUNITY MANAGER MAR 2025 - AUG 2025

REBELLION DEVELOPMENTS 6 MONTH FTC

Given stewardship of the Zombie Army franchise. Launched Zombie Army VR, leading community efforts for the whole IP. Managed social media on owned channels and championed community feedback for inclusion in post-launch updates. Worked closely with QA, external dev, and Player Support. Also assisted with Sniper Elite and Atomfall.

LIVEOPS COMMUNITY MANAGER SEP 2023 - MAR 2025

SUMO DIGITAL (SHEFFIELD) MADE REDUNDANT

Working within the development team of Project D5. Established both in and out of game community features and requirements, working closely with product management, game design, production, economy/systems design, and data science. Co-authored feature request documentation and assisted narrative with the world wrapper.

COMMUNITY MANAGER MAR 2021 - OCT 2023

NDREAMS

Worked within the Publishing department of this award-winning VR developer/publisher. Provided social media management, sentiment analysis, copywriting, and community strategy across four titles. Owned consumer-facing marketing efforts as well as influencer management. I also assisted with indie partner management.

MARKETING ASSISTANT SEP 2019 - FEB 2021

AARDVARK SWIFT

In charge of owned social channels, while leading the corporate communications efforts, elevating our game dev and publisher clients. Created the Aardvark Swift Podcast and supported the Grads in Games and Game Dev Heroes projects with their community needs.

REFERENCES AVAILABLE UPON REQUEST



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INTERESTS

- **Road Trips / City Breaks** - spending time with my wife and kids
- **Reading** - I really enjoy the Fantasy, Science Fiction, and Gamelit genres
- **Creative Writing** - I typically write in the genres I enjoy reading
- **Gaming** - Primarily play on PlayStation 5 and PC (AAA, AA, and indies)
- **Woodland Walks** - Getting out in nature and enjoying finding new places

AWARDS

AARDVARK SWIFT

EMPLOYEE OF THE YEAR 2019/20

MCV/DEVELOP 30 UNDER 30

HONOURABLE MENTION 2022

MCV/DEVELOP MARKETING STAR

NDREAMS PUBLISHING TEAM (2023)

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NARRATIVE WORK

I've been fortunate enough to be involved in story/narrative-focused tasks across several different projects.

GHOSTBUSTERS: RISE OF THE GHOST LORD (NDREAMS)

Provided copyediting and ideation support on the story overview document ahead of a meeting with key stakeholders.

SYNAPSE (NDREAMS)

Copywriting and copyediting support on the game pitch deck. Helped refine the premise, setting and narrative wrapper.

FRENZIES (NDREAMS)

Provided copyediting support for the premise and story pitch document. Wrote an early explorative deck for thematic wrappers.

PROJECT D5 (SUMO DIGITAL)

Worked with the narrative lead to brainstorm and refine the narrative wrapper, NPCs, event narratives, and in-game interactables.

ADDITIONAL WORK

Projects I've undertaken in my free-time in community spaces within games (and beyond).

KILLZINE: A KILLZONE FANZINE

Creator and production lead for a fanzine celebrating the 20th anniversary of Killzone. Created a 130+ page zine packed with original developer interviews, features, and fanworks. Managed a team of 6+ creatives. Funded in less than 24 hours via Kickstarter. Downloaded 500+ times, with 100+ physical copies distributed to backers.

Hosted a multiplayer meet-up within Killzone 2 for launch day, partnering with PS Rewired. The campaign was covered by Push Square, Gameranx, and Sacred Symbols, with developer support from ex-Guerrilla senior leadership.

CHARITY WORK (SPECIALEFFECT)

Consistently support the One Special Day initiative, through work (and outside of). Personally set up a team ironman triathlon while working at Aardvark Swift. Contributed a ten-mile run to our overall target and coordinated the team's footage and data for sharing across social.

I also took part in nDreams' efforts the following year, winning round two in their faux Taskmaster challenge.