



# JIMMY BOWERS

## PROFILE

Award-winning Community Manager with a special interest in games writing and partner management. Skills in copywriting, copyediting, social media management, brand management, content marketing, player support, and comms strategy. Ex-freelance games journalist, working as a Staff Writer at [Switch Player Mag](#) and [DualShockers](#) (with additional bylines at [MCV](#), [Lock-On](#), and [Ukie](#)). I also managed a portfolio of journalists at a now retired website I founded, exploring untold stories from within video games. [BAFTA Connect](#) member. Co-founder of the [LGBTa ERG](#). [Intro Games Ambassador](#).

## CONTACT & ESSENTIALS

PHONE:

+44 (0)7359 897 515

EMAIL:

[jimmysbowers@outlook.com](mailto:jimmysbowers@outlook.com)

PORTFOLIO:

[jimmysbowers.wixsite.com/games](http://jimmysbowers.wixsite.com/games)

## ADDRESS

115 Eastoft Road, Luddington, North Lincs, DN17 4QN

## SKILLS

- **COMMUNITY MANAGEMENT** – Sentiment analysis, social media, influencer management, and comms strategy
- **COLLABORATION** - Confluence, Miro, Notion, and Slack
- **REPORTING & PRESENTING** – Sprout and Meltwater
- **CONTENT CREATION** - Adobe Creative Cloud (Photoshop, Premiere Pro, Audition, and Acrobat DC), TikTok Studio
- **WEB MANAGEMENT** – Wordpress, Wix, and Dato CMS
- **WRITING** - Microsoft Office, Final Draft, and Scrivener
- **NARRATIVE DESIGN** - Twine and Inky

## RELEVANT EXPERIENCE

### COMMUNITY MANAGER

[REBELLION DEVELOPMENTS](#), OXFORD, OXFORDSHIRE

MARCH 2025–PRESENT

Supported on the Sniper Elite series before being given stewardship of the Zombie Army franchise. Launched Zombie Army VR, leading on community for the IP, managing social media on brand channels, and championing community feedback with stakeholders for inclusion in post-launch support.

### LIVEOPS COMMUNITY MANAGER

[SUMO DIGITAL](#), SHEFFIELD, SOUTH YORKSHIRE

SEPTEMBER 2023–PRESENT

Working development side on an unannounced title, establishing both in and out of game community features and requirements, co-authoring feature requests, determining IP tone of voice, and working with the Narrative Lead to establish and define game tone, narrative wrappers, and NPC requirements. Planning and executing content marketing and community activation opportunities. Left due to redundancy.

### COMMUNITY MANAGER

[NDREAMS](#), FARNBOROUGH, HAMPSHIRE

MARCH 2021–OCTOBER 2023

Worked in the Publishing team of this award-winning developer and publisher. Provided social media management, sentiment analysis, copywriting, and community strategy. Owned consumer-facing marketing efforts as well as management of influencer relationships. I managed audience expectations and was the point of contact within the studio. I also assisted with the management of our indie partners. Left for career progression.

### COMMUNITY MANAGER (TEMP VOLUNTEER)

[PRIMORDIAL GAME STUDIOS](#), REMOTE-BASED

NOVEMBER 2020–FEBRUARY 2021

Worked with the indie team to help grow a community from scratch during the pre-funding phase. I set up the official community Discord server and managed their social media.



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## INTERESTS/HOBBIES

- **Road Trips** – Days out with my fiancé and our daughter.
- **Reading/Gaming** – I really enjoy the Fantasy, Dystopian, Cyberpunk, Satirical Fantasy, Gamelit, and Sci-Fi genres.
- **Creative Writing** - I love experimenting with all genres. As well as prose and games writing, I write scripts for film, TV, and graphic novels.
- **Indie Game Development** – I self-taught myself Twine and the basic scripting language Harlowe as an extension of my creative writing. It allows me to make text-based branching narrative games.

## AWARDS

**MANAGER'S PLAYER 2019/20**  
**(EMPLOYEE OF THE YEAR)** –  
[AARDVARK SWIFT](#)

**MCV/DEVELOP 30 UNDER 30 '22**  
[HONOURABLE MENTION](#)

**MCV/DEVELOP MARKETING STAR '23**  
[NDREAMS PUBLISHING TEAM](#)

## EDUCATION

**BACHELOR OF ARTS IN ENGLISH LITERATURE (CREATIVE WRITING)**  
**OPEN UNIVERSITY, MILTON KEYNES, BUCKINGHAMSHIRE**  
Upper Second-class Honours (2:1) – 2019

**PHOTOSHOP, PREMIERE PRO, AUDITION, AND AFTER AFFECTS**  
**ARMADA TRAINING, SHEFFIELD, SOUTH YORKSHIRE**  
An Introduction to... Certificate – 2020

## EXTRA WORK

### GAMES WRITING & NARRATIVE DESIGN

I've been fortunate to be involved in story/narrative focused tasks on a number of 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.

[Synopsis \(nDreams\)](#) – Copywriting and copyediting support on the game pitch deck ahead of a meeting with a first-party platform holder. Helping to refine the premise, setting, and narrative framing of in-game features.

**Unannounced Project #1 (nDreams)** – Provided copyediting support for the premise and story pitch document, as well as writing an early explorative deck for thematic wrappers during the ideation phase of development.

**Unannounced Project #2 (Sumo Digital)** – Working with the Narrative Lead to brainstorm and refine the narrative wrapper, NPCs, event narratives, and in-game interactables.

### CHARITY WORK

#### Special Effect, Remote

- **One Special Day (Aardvark Swift)** – Personally set up a team Ironman Triathlon. Contributed a 10-mile run to our overall target. Created and coordinated footage, imagery, and graphics to [push across social](#). SpecialEffect reached out and used our content in their wrap up video.
- **One Special Day (nDreams)** – I undertook and filmed three challenges across a week. From feats of skill, to more creative offerings, [I won round two](#) for my video editing and cosplay of Dr Casper Darling from Remedy Entertainment's *CONTROL*.

REFERENCES AVAILABLE UPON REQUEST