



Lynn RICHTER

ENTREPRENURIAL SPIRIT, MARKETING MINDSET

I have a unique skill set that leverages sharp marketing skills with a demonstrated history of crafting social media strategies for nearly a decade in the games industry. I create lasting impressions through social media, public relations, and tactical partnerships. As a self-starter, I am keen to explore new trends and platforms to reach and unite audiences. I possess an insightful approach to strategic growth as a result of being a four-time small business owner and entrepreneur.

SOCIAL TOOLS

- Constant Contact
- Content Creation
- Discord
- Facebook
- Google Analytics
- Hootsuite
- Instagram
- Later
- LinkedIn
- Mailchimp
- Photography
- Reddit
- TikTok
- Twitch
- Twitter
- WordPress
- YouTube

PROFESSIONAL EXPERIENCE:

Women In Games International (Sept 2020 - Present)

Director of Communications

Leading global social media strategy, content marketing planning, development, and execution. Advocating for women in the games industry by engaging with a community-focused inspirational tone across all platforms representing +20k followers.

- Developed and executed brand relaunch across all platforms, introduced new voice and content strategy, resulting in a 14% increase in followers on LinkedIn.
- Worked on cross-platform social strategy in collaboration with Evil Geniuses to promote educational opportunities for girls in gaming.
- Partnered with industry leaders, provided resources, assets, brand and voice guidelines for multiple simultaneous campaigns and collaborations.
- Managed content creation, social content, and calendars for all posts and promotions, defined KPIs to support organization initiatives and tie key results to business objectives.
- Launched and promoted WIGI's first web store, designed brand merch resulting in a 63% increase in donation revenue.

VICI Capilli (June 2020 - Feb 2021)

Social Media Manager

Developed comprehensive marketing strategy for two company brands, facilitated content calendars, defined KPIs and metrics, provided detailed reporting and insights.

- Launched TikTok page to leverage goal of building brand awareness with younger audiences. Tested and employed new social tools like Stories and Reels resulting in a notable increase in reach, profile views, and appointments.
- Designed content plans to drive growth of online referrals through measurable KPIs with a 36% increase in engagement on Facebook.
- Conducted community feedback surveys, analyzed data results, and communicated recommendations to internal stakeholders. Improved public company rating by two stars.
- Lead engagement efforts by training staff and students to use individual social media tools in accordance with company guidelines. Increased engagement an average of 39% over six months on all social platforms.

EDUCATION

2021

Community MBA - CMX Hub

2002 - 2006

Bachelor of Arts: Journalism, Mass

Communications

University of Wisconsin, Milwaukee

SKILLS

Adobe Photoshop
Adobe Premiere
Community Management
Communication Skills
Copywriting
Decision Making
Editing
Leadership
Microsoft Excel, Word, and Outlook
Networking
OBS Studio
Problem-solving
Project Management
Public Speaking
Verbal Communication Skills
Video Editing and Streaming
Writing

RECOMMENDATIONS

"I have never seen anyone organize nerds with the grace, skill, or adroitness of Lynn Richter. Mix the Pied Piper of Hamelin with Sam from Cheers, and Sam from LOTR, and you get Lynn.

- Ben Riggs, Geek & Sundry Contributor

"Lynn is an entrepreneurial force of nature; I've followed her career and passion in the pop culture space for many years as a friend and advisor and can speak highly of her professional abilities and energizing personality."

- Guy Blomberg, PAX Global Content Director

As a community partner, our experience with Lynn is second to none. Her attention to detail and ability to activate an audience is an incredibly rare combination. We look forward to any time we can work together.

- Marc Solheim, Operations Manager
PTG Live Events/Pabst Theater Group

PROFESSIONAL EXPERIENCE:

AwkwardNerd Events (Jul 2019 – Nov 2020)

Owner – Marketing & Event Director

Founded immersive geek fandom and pop culture community events business, ran all social communications, developed brand identity.

- Implemented multi-platform paid media ad campaign, directed live-streams and video interviews, oversaw editorial content.
- Managed relationships with influencers, provided assets, best practices and guidelines, followed up to ensure continued partnership success.
- Maintained campaign budget and project management timeline. Conducted A/B campaigns, monitored performance, resulting in an overall ROI of 65%.

Oak and Shield Gaming Pub (Mar 2018 – Aug 2019)

Owner – Marketing & Events

Established 8,000 sq ft [video game restaurant](#), maximized social strategy to drive existing community to new location through comprehensive rebrand and messaging.

- Curated digital marketing presence across all platforms, represented company as the voice of the brand on podcasts, TV, radio, and blogs. Hosted weekly live chats with customers, improved brand and company image significantly.
- Managed relationships with games industry clients such as [Adult Swim](#) and Koss Headphones for licensed product launch and activations to drive visibility and alternate revenue streams.
- Designed all company marketing materials for digital and print media.

42 Lounge (Jul 2012 – Mar 2018)

Owner – Marketing & Events

Created one of the first [video game cocktail bars](#) in America. Built loyal gaming community through social media marketing resulting in exponential growth of tens of thousands of followers. Opened [second location](#) in 2015 due to demand.

- Directed branding, PR, and marketing efforts for new business. Built lasting relationships with media and influencers for positive press.
- Collaborate with developer team for Barchievements, the first ever gamified loyalty app, resulting in a +200% increase in sales.
- Executed product launch for Ladies, Lairs and Lager franchise, coordinated with creative team and manufacturers. Managed website store.

NOTABLE GAMES INDUSTRY ACHIEVEMENTS:

[Games Industry Gathering](#) | Feb 2021 – Current

Discord and Facebook – Marketing Moderator

PAX Online | Sep 2020

Drink This: How to Create Game Themed Cocktails – Host, Moderator

Fall Experiment | Oct 2019

Creating Community IRL and Online – Host, Moderator

Twitch Affiliate Streams:

- **CtrlAltDrnk** | 2019 – 2020
- **Loaded Dice Adventures** | 2016 – 2018
- **Ladies, Lairs and Lager** | 2014 – 2016