



ERIK WAHLSTROM

ERIWAHLS@GMAIL.COM | PASTELYETI.COM

RECENT EXPERIENCE

2017-2023

SENIOR COMMUNITY MANAGER

KONGREGATE

BUILT FRAMEWORKS FOR MANAGING GAME COMMUNITIES, BLENDED FUNCTION AND CREATIVITY TO ENHANCE PLAYER EXPERIENCES ACROSS ALL KONGREGATE TITLES.

LED COMMUNITIES THROUGH EVERY STAGE OF A GAME'S LIFE CYCLE, FROM LAUNCHES TO GRACEFUL SUNSETS.

FOSTERED WELCOMING AND SAFE SPACES FOR PLAYERS WHILE ENHANCING ENGAGEMENT THROUGH AN EFFICIENT ECOSYSTEM OF FEEDBACK LOOPS.

SECURED OFFICIAL DISCORD PARTNER STATUS FOR MULTIPLE GAME COMMUNITY SERVERS.

ESTABLISHED DISTINCT TONES AND PERSONALITIES FOR VARIOUS PRODUCTS, ENSURING EACH RESONATED WITH THE COMMUNITY AND THE AUDIENCE IT WAS ASSOCIATED WITH.

EXPERIENCED WORKING WITHIN A HIGHLY CROSS-FUNCTIONAL TEAM

2016-2017

COMMUNITY & GRAPHIC DESIGN LEAD

PORTLAND PICKLES

BROUGHT A QUIRKY SPIRIT TO THE PORTLAND PICKLES THROUGH PLAYFUL DESIGNS AND COMMUNITY-DRIVEN SOCIAL MEDIA CAMPAIGNS.

DESIGNED ALL DIGITAL AND PRINT MATERIALS FOR THE TEAM, FROM ALTERNATE JERSEYS TO GAME-DAY PROGRAMS, EVERY PIECE WAS INFUSED WITH THE TEAM'S FUN AND ENERGETIC VIBE.

COLLABORATED WITH ATHLETES AND LOCAL BUSINESSES, CRAFTING CREATIVE PARTNERSHIPS AND CUSTOM PROMOTIONS THAT MADE THE PICKLES A BELOVED PORTLAND SPORTS TEAM.

GREW THE PICKLES COMMUNITY USING FUN SOCIAL MEDIA PROMOTIONS AND PROFESSIONAL GRADE GAME DAY CONTENT.

RELEVANT PROFICIENCIES

- › GRAPHIC DESIGN
- › ADOBE CREATIVE SUITE
- › DISCORD SERVER MANAGEMENT
- › PLAYER ENGAGEMENT & FEEDBACK LOOPS
- › PROJECT MANAGEMENT TOOLS
- › FILM & VIDEO PRODUCTION
- › SOCIAL MEDIA MANAGEMENT
- › CONTENT CREATION & SCHEDULING
- › EMAIL MARKETING
- › CRM & CUSTOMER SUPPORT TOOLS

REFERRAL QUOTE

ERIK WAS AN INCREDIBLY TALENTED SENIOR COMMUNITY MANAGER AT KONGREGATE. I RELIED ON HIM HEAVILY IN MY ROLE AS PRODUCT OWNER TO EFFECTIVELY UNDERSTAND AND COMMUNICATE WITH OUR GAME COMMUNITY. HE EXCELLED AT PLANNING COMMUNITY MESSAGING, AS WELL AS TRACKING AND REPORTING ON COMMUNITY SENTIMENT.

