

# MIKE GALLAGHER

## @ ME

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## EXPERIENCE

### **HOTHEAD GAMES - MARKETING DIRECTOR**

April, 2022 to Current

#### **Core Job Functions:**

- Currently facilitating partnerships with Netflix
- Managing budget and team resource forecasting based on product roadmaps
- Currently going through brand analysis for the studio and new products
- Gaining audience insights to set game launch strategy for a new game launch in 2022
- Revamping the UA and creative pipeline

### **HYPER HIPPO ENTERTAINMENT - DIRECTOR OF SOCIAL, CONTENT, PRODUCTION, & PLAYER EXPERIENCE**

Promoted January 2019 - April, 2022

#### **Core Job Functions:**

- Managed a portfolio of four games
- Launched three new mobile titles
- Grew my team from five to 20
- Set brand positioning and key communication for a portfolio of games
- Led marketing art teams operations
- Set community guidelines and engagement strategies
- Built a creators and advocate program

- Built an in-house creative agency to handle 900+ video and static assets per annum
- Established an analytics-driven approach to content, editorial planning, and community management
- Set department vision with a strong focus on growing brand awareness, player experience, and retention
- Partnered with the games team to develop in-game community building features
- Managed budget and team resource forecasting based on product roadmaps
- Maintained digital best practices to provide creative and artistic direction for all creative initiatives
- Developed strategic branding based on market research
- Championed branded content and community thought leadership within the organization
- Developed community safety guidelines
- Built communication strategies including: brand guides, tone and voice guides, key messaging, social listening, and influencer programs, editorial calendars, and analytic dashboards for continued optimization
- Built all PnPs for three teams, including: end-to-end editorial and creative briefing processes, approval gates, crisis management, campaign management, and narrative design

### **ELECTRONIC ARTS - COMMUNITY ENGAGEMENT STRATEGIST, NHL/UFC**

Contract: October 2017 - December 2018

#### **Core Job Functions:**

- Created the social and community strategy for the launch of NHL 18/19 and UFC 3
- Executed regionally specific campaigns and brand activations for key markets within North America. This included coordinating influencer activations with UFC fighters and NHL teams and their athletes. Highlights include: Connor McDavid, Connor McGregor, PK Subban, and Dana White.
- Pitched and executed brand activations with 'On The Bench' for the launch of NHL 19
- Managed the briefing process and creative direction with the creative team for all necessary assets
- Managed internal and external relationships, including: brand teams, developers, agents, and athletes.
- Direct efforts resulted in an increased engagement rate from 2-7% across all channels by making video a core component of the content strategy. This equated to 300M total reach, 29.5M views and 8.4M minutes watched

### **RED TRUCK BEER COMPANY - DIGITAL MARKETING MANAGER**

Contract: January 2017 - October 2017

#### **Core Job Functions:**

- Managed end-to-end creative execution of the Truck Stop Concert Series digital marketing strategy, digital advertising, live event team, and media partner/sponsorships.
- Managed an earned and owned media strategy with local radio, print, and digital media platforms.
- With a total budget of \$50,000, our total ticket revenue was \$150,000 as a direct result of our digital strategy. This was the first time the series was ever sold out

## **WIIVV - CONTENT AND COMMUNITY SPECIALIST**

November 2015 - January 2017

### **Core Job Functions:**

- Built the end-to-end strategy and project managed two award winning Kickstarter campaigns that saw over 167% of our target funding goal raised (\$801,455 raised from a target of \$300,000) becoming the most funded 3D-printed product in Kickstarter history.
- Managed a team of 8 people, and a budget of \$75,000 to run an owned and earned media strategy, digital advertising campaign, and creative development.
- Set creative vision for both Kickstarter campaigns, and overall brand
- Managed agency partners to bring creative vision and assets to life

## **JIVE PR + DIGITAL - SOCIAL MEDIA MANAGER**

March 2013 - November 2015

### **Core Job Functions:**

- Promoted to Social Media Manager due to strong client relationship management.
- Ran the day-to-day social media content calendar and operations on key accounts, including: TELUS, Granville Island Brewing, Vancouver International Film Festival, and Z95.3
- Developed compelling content, and social media strategy for a variety of TV shows, and brands within the portfolio.

## **FILM AND PRODUCTION INDUSTRY**

January 2007 - March, 2013

### **Core Job Functions:**

- Worked in a variety of roles across the entire film and production pipeline for large budget TV series and Movies for Netflix and AM. This has given me a complete understanding of the entire production pipeline from conceptualization, casting, scripting, storyboarding, production, post production, and delivery.
- Props and continuity
- Motion graphic design
- Directing and creative direction
- Editing
- Production management

# EDUCATION

## **eCornell University**

Certificate in Brand Management | Completed in 2021

A five month executive certificate program focusing on setting and building brand strategy, purpose, positioning, measurement, and activation.

## **BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY (BCIT)**

Marketing Management, Marketing Communications | Class of 2013

The BCIT Marketing Communications diploma program is one of Canada's premier marketing and advertising programs. We work in small teams to create media buying strategies, design online marketing promotions, and present marketing campaigns to real companies.

## **Art Institute of Vancouver**

Digital Film and Production | Class of 2008

The Digital Film & Video program provides aspiring videographers the tools to understand the nuances of digital photography and filmography. We gain knowledge of shooting, directing, and editing digital pieces using industry-relevant software and equipment.