

Mickey Molad

Social & community manager with 10+ years of experience in the development and execution of content strategies for high tech and gaming, including work at industry leaders like AMD and Blizzard Entertainment.

Work Experience

Senior Community Manager

KingsIsle Entertainment — May 2025 to Present

Leading the community program for KingsIsle games including Wizard101, Pirate101, as well as future titles.

- Manage online presence and fan engagement across social media, including marketing communications, player feedback, patch notes, and other communications duties.
- Developed volunteer program for managing online Discord community and in-game chat.
- Relunched studio leadership video program including filming, editing, and social distribution.

Social Media Manager

Cloud Imperium Games — September 2024 to February 2025

Managed social media for Star Citizen & Squadron 42, crowdfunded games with over \$700m in support from fans & pledge backers. Responsible for day-to-day community engagement and social marketing.

- Led social media marketing support for yearly CitizenCon event with over 5,000 in person attendees and 1m fans reached online, plus over 250k engagements through earned social media channels.
- Developed publishing cadence for weekly content cycle across YouTube, TikTok, Twitch, Instagram, X, and Facebook, including production of short-form vertical video content.
- Promoted and developed UGC through fan contests, weekly promotions, giveaways, and content.
- Promoted in-person community-led events and regular “stories” focused on creator/influencers.

Lead Social Media & Community Manager

Certain Affinity — October 2022 to April 2024

Served as the lead for all studio communications including social, web marketing, and employee advocacy.

- Served on marketing committee for brand-new IP developed by company for confidential game.
- Planned, developed, and launched complete online presence overhaul, including new website.
- Rebuilt communications pipeline for all matters, serving as communications lead and final approver.

Social Media Manager II

AMD (Advanced Micro Devices, Inc.) — August 2018 to October 2022

Served as the social & community lead for AMD brands across PC/Console gaming, graphics, and creators.

- Built marketing campaigns via influencers, social media, and community engagement on platforms like Discord, Reddit, Twitch, and traditional platforms like Facebook, Instagram, and TikTok.
- Launched 30+ products across gaming and professional space with over \$4m social media spend.
- Rebuilt “AMD Red Team” influencer and ambassador program focused on creators and evangelists.
- Specialized in building excitement around technical content and translating for wide audiences.

Community Manager

cPanel, Inc. — December 2016 to January 2018

Served as the public face of Product Development, managing communications and feature requests.

- Ran web services for cPanel Conference 2017, including integration with registration system, mobile application website. Doubled conference registration, reversing the previous 3-year trend.
- Developed internal communication pipelines for increasing inter-team communication and developer awareness: monthly newsletter, quarterly 1-on-1 sessions, and award opportunities.

Business Technology & Marketing Manager

PerSys Medical — June 2013 to December 2016

Responsible for all technical needs, developing marketing solutions, and other public communications.

- Unified four subsidiary companies to single brand strategy for global marketing, trade shows.
- Launched new global corporate website, doubling traffic with 10% reduction in bounce rates.
- Managed yearly budget and staffing for IT hardware, services, and digital/print marketing team.

Support Information Specialist

Blizzard Entertainment — June 2007 to June 2013

Served as liaison for development and support, created knowledge solutions and social campaigns.

- Launched social media presence for customer support and creation of self-help applications.
- Documented content for six AAA+ releases (\$1+ billion annual revenue). Wrote policies and procedures and communicated changes to North America teams and international partners.
- Managed reporting on launch issues, prioritizing and escalating critical issues and contact drivers.

Founder

Official Overwatch Fan Reddit & Discord — January 2015 to Present

Serve as chief liaison to the community for policy changes, announcements, and feedback.

- Grew from 25,000 subscribers to 6,000,000, reaching 100,000,000 unique monthly viewers.

Technical Skills

- Expertise in Copywriting, Strategic Communications, HTML/CSS, Google Analytics, Adobe Suite
- Advanced knowledge of Technical Writing, Agile Project Management, Scrum, Video Editing
- Experienced with Agorapulse, Sprout Social, Khoros, WordPress, Jekyll, JavaScript, Python

Certifications

- Certified Associate in Project Management (CAPM) – 2011 to 2016
- Project Management Professional (PMP) – Expected completion Q1 2026

Related Portfolios

- [Digital Marketing Portfolio](#)