

MATT ALLMER

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Content Marketing Leader

BAFTA-nominated creative leader with a proven track record in producing captivating customer experiences, and fusing brand, content, and marketing strategies. Possessing expertise in developing 360° marketing solutions, and delivering them in robust customer journey campaigns across video, web, social, community, as well as offline channels. Adept at cultivating stakeholder relationships and directing cross-functional collaboration. Passionate about interactive storytelling and championing the customer's voice in all creative endeavors.

- **Led creative marketing campaigns** with marketable improvements in click activity and reduced content noise.
- **Developed foundational brands** for various goals: seed funding, increased followership, and a \$1B valuation.
- **Oversaw brand marketing initiatives**, managed team members, and drove 50% ARR growth Y/Y at Spire Global.
- **Influenced brand and naming strategies** resulting in a top-10 ranking mobile game & increased engagement.
- **Led narrative design content for top-tier entertainment brands**, and piloted data integration programs.

PROFESSIONAL EXPERIENCE

TORRIS DIGITAL AGENCY San Francisco, Ca Mar 2022–Present **Brand Marketing Director**

Torris is a global marketing & design firm specializing in branded content marketing for tech startups and interactive entertainment, including brand development, social media, digital marketing, and team leadership.

- Leveraging AI to lead marketing efforts for a gamer-centric social startup, Dynasty 11. Establishing marketing best practices, social and community frameworks, content marketing, and live streaming events.
- Developed a content pipeline and asset library for a high-complexity game developer with 200K Discord MAU. Collaborated with a cross-functional team, streamlining content creation and workflow. Improved click activity by 25%, reducing unnecessary content noise by 33%. Reduced monthly churn rate by 67%.
- Developed foundational brand and social presence for online learning AI startup, resulting in \$1.5M seed consideration. Created flexible brand assets, set up a content calendar, and established a social media strategy. Increased followers by 150% M/M.
- Led brand-building for an interactive media company, contributing to a \$1B valuation at product launch. Consulted on messaging, supervised user guide development, and led in-product written content development.

SPIRE GLOBAL, INC. (\$SPIR) San Francisco, Ca Jan 2019–Mar 2022 **Head of Brand Content**

Spire Global is a commercial Earth data and analytics organization, sourcing radio frequency (RF) measurements for applications including weather forecasting, wildfire prediction, and space debris detection.

- Orchestrated marketing functions for six separate business units under a single, cohesive brand architecture, including Advertising, Creative, Product, Demand Gen, PR/ Comms, and Analytics. Oversaw 2 brand refreshes from the scale-up phase to IPO. Developed a company-wide style guide and asset library for employees to utilize. Average Y/Y growth of +50%.
- Supervised the development of brand marketing collateral, video productions, analytics reporting, and internal communications. Coordinated closely with CEOs, Heads of Product Marketing, PR, and Brand teams to achieve a +150% organic search increase as well as +150% rise in Conversion Rate Y/Y.
- Constructed thought leadership narratives and blog writing pipeline. Strategized 360° integrated marketing campaigns and presented to C-Staff on behalf of the CEO regarding the vision, roadmaps, budgets. Daily social engagement rate +2% above common benchmarks and 83% improvement in MQL-to-SQL conversion rate Y/Y.
- Nurtured and refined corporate design elements, visual assets, and messaging across all digital channels, supported by 25+ marketing team members. Spearheaded Spire's roadmap from start-up through to IPO. Established templates to ensure consistency in brand style, voice, tone, and messaging.

JUSTASTIC CREATIVE STUDIO San Francisco, Ca Jul 2017–Jan 2019 **Brand Content Marketing Lead**

A creative agency with global partners, specializing in content, brand, and marketing services for technology innovators, corporate clients, and interactive media.

- Influenced brand and naming strategy for The Sandbox: Evolution mobile game, resulting in top 10 ranking, 6 iOS App Store features, and Best Simulation Game award. Improved user engagement by 20%. Company acquired for \$5M and went on to reach a \$1B valuation in 3 years as a leading NFT metaverse brand.
- Strategized and executed brand, social, and ad campaigns for diverse clients, resulting in +26% annual Y/Y organic follower increase for a Random House-published novelist.
- Supervised brand team for Financial Firm, executed brand refresh and content development, improved delivery and cut costs by 10%.
- Collaborated on product development pitch decks, resulting in 15% increase in prospect-to-client conversions. Created wireframes for app products and improved user experience design.

TELLTALE San Rafael, Ca Jan 2014–Dec 2017 **Lead Design, Product Content**

Entertainment organization focusing on interactive storytelling for high-profile entertainment franchises, releasing global products on mobile, console, and web.

- Led narrative design content for top-tier entertainment brands including *The Walking Dead*, *Minecraft: Story Mode*, *Game of Thrones*, and *The Wolf Among Us* which was nominated BAFTA "Best Story."
- Developed a flexible workflow for 2-15 writers and designers, worked with C-staff and stakeholders. *Minecraft Story Mode* reached #2 in iOS App Store (Q4 2015).
- Delivered production-quality designs with minimal revisions needed, led team meetings, with credited projects averaging over 1M downloads/copies sold.
- Piloted company's first data integration program, collaborated with Analytics and Insights to present dynamic content to users based on recorded input.

ADDITIONAL EXPERIENCE

ZYNGA (\$ZNGA) San Francisco, Ca 2 Years **Senior Designer & Product Strategist**

Led design of interactive Facebook product, and a market research team of three, focusing on word-of-mouth and high-impact marketing strategies to improve best practices for teams.

ELECTRONIC ARTS (\$EA) Redwood Shores, Ca 2 Years **Product Analyst**

Communicated and reported technical issues to product developers with ~15% higher quality score.

BIGPOINT GmbH San Francisco, Ca 2 Years **Lead Designer**

Guided team through challenges for a Universal Studios product. 8/10 critics score from MMOBomb.

PLANET MOON STUDIOS San Francisco, Ca 1 Year **Lead Designer**

Led design team to build quality game mechanics within scope for a Disney product. Successful launch.

SKILLS

Brand Design & Marketing	Creative Services	Visual Design
Interaction Design	Ideation	Customer Marketing
Market Analysis	Wireframing	Design Thinking / Strategy
Customer Journey Development	Illustration	Iconography

TOOLS

Adobe Creative Suite	Google Workspace	MS Office
Wordpress, Wix, HTML, CSS	Google Analytics	Figma, Miro, Invision
Asana, Jira, Monday, Notion	Brandfolder, MediaValet	HubSpot

EDUCATION

Bachelor of Arts, New Media | Academy of Art University, San Francisco, Ca