

# MARCO SOUN

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## INTRO

Marketing professional specializing in social media and digital content for gaming audiences. Skilled at growing brand presence across TikTok, YouTube, Instagram, and Discord through data-driven experimentation and short-form storytelling. Combines creative thinking with data insights from tools like Google Analytics and paid ads platforms to drive measurable campaign outcomes.

## EXPERIENCE

### **Clash Craft Studios** • Marketing Associate

DEC 23 - PRESENT

Conducted market research on the current indie game industry and established a marketing plan for the studio. Managed the TikTok, YouTube, Twitter, Reddit and Discord accounts. Edited, produced and posted short form videos to promote the studio and our games.

### **Kung Fu Factory** • Marketing Intern

MAR 23 - JUNE 23

Developed and managed the TikTok, YouTube, Twitter, Reddit and Discord accounts. Created a weekly content plan alongside promotional material to market our game. Ran an email outreach campaign targeting video game influencers and journalists.

### **BUKU Studios** • Marketing Intern

JAN 23 - JUL 23

Managed and created promotional material for Instagram. Assisted in photo and video editing for photoshoots. Found clients and collaborations through email marketing campaigns.

## EDUCATION

### **UCLA**

BS in Cognitive Science

SEPT 21 - JUNE 23

Propaganda and Media

Marketing Principles

Social Psychology

Psychological Statistics

## CERTIFICATIONS

Google Ads

Google Analytics IQ

Hubspot Content Marketing

Hootsuite Social Marketing

Facebook Blueprint

## SKILLS

### **Advertising & Analytics**

PPC (Google & Facebook)

Google Analytics, Search Ads

### **Social Media Management**

Twitter, Instagram, TikTok

Facebook, YouTube, Reddit

### **Web Design**

Wordpress, SEO, Copywriting

Keyword Research, Backlinks

### **Media Creation**

Adobe Suite, Canva, AI Art

Video & Photo Editing