

Sophia George

Experienced Email Marketing Manager

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EXPERIENCE

Frontier Developments, Cambridge — *Email Marketing Manager*

AUG 2017 - PRESENT

Responsible for strategy and execution to drive customer engagement for multiple game products on a global scale. Includes working on campaign and lifecycle automations to onboard, engage, and retain users using advanced segmentation and user behaviour data.

Genie Ventures, Cambridge — *Senior CRM Strategist*

FEB 2017 - AUG 2017

Developed CRM strategy to enhance customer journey. Tasks include email marketing, analysing & testing, developing acquisition strategies and working with internal and external teams on asset development, deployment and testing.

Genie Ventures, Cambridge — *Email Marketing Exec*

DEC 2015 - FEB 2017

Agency work for various clients- tasks included development, design, copywriting, managing client relationships and improving relevancy of all communication through customer segmentation, targeting and testing. Trained in PPC, SEO and general digital marketing.

Freelance Design, public speaking, workshops — *UK*

NOV 2014 - NOV 2015

Freelance work for various organisations. Work included consultation, writing briefs, pitch documents for funding and running workshops. Clients included BBC Radio One, RIBA, BAFTA and The V&A.

Victoria & Albert Museum — *Game Design Resident, London*

OCT 2013 - NOV 2014

Public role as an artist in residence. Included running workshops, Q&As, a game jam, a theatrical performance and many other events. Developed a game inspired by William Morris' Strawberry Thief. This was part of the [V&A Dundee's first major exhibition](#). You can read more about the residency on the [V&A website](#).

AWARDS

Adestra Email Campaign of the Month June 2018 ([link](#))

BAFTA Breakthrough Brits

MCV Top 100 Women in Games

hClub Hot 100

BAFTA Ones to Watch Award

The Drum Top 100 Designers

MCV 30 under 30

EDUCATION

Abertay University

Masters of Professional Practice (Distinction)
Games Development

Norwich University of the Arts

BA Hons (First)
Games Art & Design

LANGUAGES

Japanese Language Proficiency Level 5 Award

Swallowtail Games — *Producer, Artist — Dundee, Scotland*

SEPT 2012 - SEPT 2013

Worked as lead on Tick Toys Toys for iOS, a children's puzzle game which won a BAFTA Ones to Watch Award, funded by the UK Prototype Fund. Our marketing push helped the project get featured on the App Store in over 40 different countries, with over 100,000 downloads in its first week.

Hobbies and Interests

Arts and Crafts - Japanese Language - Video Games - Health and Beauty - Journalling