

Sophia Pretoria George

Product Manager

Cambridgeshire

PROFILE

I am a highly motivated, data-driven marketing professional, with years of experience in games industry roles. My current and previous roles require exceptional organisational skills, working with multiple teams to deliver projects on time and on budget. I thrive in fast-paced working environments and will go above and beyond to deliver award winning results.

WORK HISTORY

12/2020- Current

Product Manager

PQube Games, Letchworth Garden City

- Taking ownership of products by planning and budgeting for multiple game campaigns for all gaming platforms.
- Working with PR, Digital Marketing, Sales, Community Managers and external partners to bring my assigned game products to life and give them the best chance of success.
- Reporting campaign progress to the Head of Publishing, Sales, CMO and CEO, making sure to hit KPIs and deadlines.
- Develop relationships with key clients, including developers around the world, distribution partners and platform holders.
- Briefing and overseeing all creative from digital assets, packaging, merchandise and video direction.

12/2019 - 12/2020

Digital Marketing Manager

Frontier Developments, Cambridge

- Responsible for devising the digital marketing strategy and vision for the company's major titles, WIP titles, and third-party publishing.
- Working closely with the executive stakeholders, and the heads of multiple departments, to ensure strategies align with the company's high-level objectives.
- Measuring, monitoring and reporting on marketing performance, including monthly Key Performance Indicator reports to the directors.
- Managing a multi-million pound budget, covering Performance and Brand Marketing across all products.
- Managing the Digital Marketing Team, which covers CRM & Email Marketing, paid social, affiliates and Branded & Social-First Video Campaigns.
- Managing the external partner agencies, which cover programmatic and PPC, influencers, paid content, video creation and media buys.

08/2017 - 11/2019

Email Marketing Manager

Frontier Developments, Cambridge

Responsible for strategy and execution to drive customer engagement on a global scale. Developed award-winning email campaigns and lifecycle automations to onboard, engage, and retain users using advanced segmentation and user behaviour data.

02/2017 - 08/2017

Senior CRM Strategist

Genie Ventures, Cambridge

Email marketing, analysing user data, developing acquisition strategies and working with internal and external teams on asset development and deployment.

12/2015 - 01/2017

Email Marketing Exec.

Genie Ventures, Cambridge

Email Marketing agency work for various retail and luxury clients. Tasks included development, design, copywriting, managing client relationships and improving relevancy of all communication through customer segmentation, targeting and testing.

11/2014 - 11/2015

Freelance

Freelance work for various organisations. Work included consultation, writing briefs, pitch documents for funding and running workshops for various age groups. Clients included [BBC Radio 1](#), Dundee City Council, [RIBA](#), BAFTA and The V&A.

08/2013 - 11/2014

Game Designer in Residence

The V&A, London

Public role as a games designer in residence at the museum, which included running workshops, talks and developed a digital game which was part of the [V&A Dundee's first major exhibition](#).

EDUCATION

2011 - 2012

Abertay University Dundee

Masters of Professional Practice, Games Development, Distinction.

2008 - 2011

Norwich University of the Arts

Bachelor of Arts, Games Art and Design, First with commendation.

N/A

Intermediate Japanese (Private tuition)

AWARDS

- MCV 30 Under 30 & Top 100 Women in Games.
- The Drum Marketing Award 2020 Nominee for Planet Zoo.
- The Wires Global 2020 'Best Digital Campaign' for Planet Zoo.
- Adestra Email Campaign of the month 2018 for Jurassic World Evolution.
- The List.co.uk Hot 100 2014.
- BAFTA Breakthrough Brits and BAFTA Games Ones to Watch Award.