

Catherine Litvaitis (she/her)

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SUMMARY

- 6 years of community management with a data-driven, creative, and interdisciplinary approach
- Community Lead experienced in developing effective strategies to create engaged and inclusive spaces online
- Expertise in brand voice development, code of conduct creation, people management, and public speaking
- **Platforms & Software:** Facebook, X/Twitter, Instagram, TikTok, Twitch, YouTube, Imgur, Giphy, Discord, Reddit, ClickUp, Miro, Trello, Todoist, Jira, GitHub, Adobe Creative Suite, Canva, Sprout Social, Hootsuite, AgoraPulse, Keymailer, Mailchimp, Mailjet, Open Broadcast Software, Audacity

EXPERIENCE

Community and Marketing Consultant, Freelance – Remote, April 2018 - Present

- Offering a full suite of brand, social media, and community management services to small and large companies
 - *Clients include: Mouldbreaker Interactive, Support Buff, Flippfly, IGDA Foundation, Paradox Interactive, Playcrafting, Lonely Egg Studio*
- Defined community and social media vision for new game studio Mouldbreaker Interactive in preparation for the announcement of their flagship title, *Project FM*
- Crafted community guidelines that aligned the values of the IGDA Foundation with the needs of the professionals in professionally oriented community spaces via Discord for current and past Virtual Exchange Program grantees
- Curated Steam forums for critically acclaimed title *BATTLETECH* to create welcoming environment for players, resulting in a decrease in toxicity & harassment

Communications Manager, Armor Games Studios – Remote, April 2021 - May 2023

- Fostered a healthy and welcoming community for *Bear and Breakfast* fans and grew Discord membership by 393%
- Increased *Bear and Breakfast* Twitter Followers by 143% and a 326% increase in engagements
- Established and led community and social media strategy for video game publisher as their first marketing hire
- Implemented company-wide onboarding process for volunteer moderators in Armor Games Studios Discord servers
- Onboarded a direct report, leading to a seamless team integration

Social Marketing Manager, Digital Continue – New York, NY, June 2019 - August 2020

- Submitted requests to first-party platforms for social media support surrounding major marketing beats, successfully securing launch announcement amplification
- Planned calendars for consistent posting of social media content informed by industry trends and marketing strategy
- Wrote release notes to inform players of incoming changes to *SuperMash* and address gameplay concerns

Jr. Community & Social Media Manager, Tilting Point – New York, NY, August 2018 - May 2019

- Conducted research on marketing tactics of competitors for social media strategy for mobile puzzle game *Languinis*
- Proposed preliminary internal pitch for initiative to reward high value players for community engagement
- Compiled data from live service mobile game community channels into weekly reports to inform cross-functional development team of common bugs, issues, and player sentiment

VOLUNTEER EXPERIENCE, FEATURED TALKS, AND AWARDS

Supergiant Games - Discord Moderator, Remote, April 2019 – Present

Games Done Quick - Social Media Volunteer, Remote, January 2023 - Present

“Play With Your Audience: Enhancing Your Social Strategy Through Theater,” Game Developers Conference, 2023

“Everything I Learned About Community Management I Learned From Neopets,” Game Developers Conference, 2022

“A Community Effort: Community Management Roundtable,” Game Developers Conference, 2021

Awards: Pixelles Ensemble, 2024; IGDA Foundation Next Gen Leader, 2021; GDC Conference Associate, 2018, 2019

EDUCATION

B.S. in Game Development, Electronic Arts, Rensselaer Polytechnic Institute, Troy, NY, 2017