

CATHERINE LITVAITIS

EXPERIENCED COMMUNITY MANAGER

SHE/HER

Email: catherine@litvac.com | **Portfolio:** litvac.com | **Twitter:** [@LitvacArt](https://twitter.com/LitvacArt) | **LinkedIn:** linkedin.com/in/litvac

HIGHLIGHTS

- Fostered a healthy and welcoming community for Bear and Breakfast fans and grew Discord membership by 393% over two years
- Engaged with Bear and Breakfast fans via Twitter, resulting in a 143% increase in Followers and a 326% increase in engagements
- Showcased a game at the first-ever Summer Games Fest Play Days event
- Presented about community management and internet culture at several industry events, including GDC, PAX East, and Playcrafting

ABOUT ME

A love for bringing people together has driven my six-year career in community management. My approach is equally data-driven and creative; I seek to identify effective strategies to create engaged and inclusive spaces online. If you're looking for a proactive community and social media expert with the skills to lead and support teams, I'm your CM.

EXPERIENCE

Freelance — Community and Marketing Consultant

APRIL 2018 - PRESENT

- Offered a full suite of community management, social media management, & brand management services to small and large organizations
 - *Clients include: Mouldbreaker Interactive, Support Buff, Flippfly, IGDA Foundation, Paradox Interactive, Playcrafting, Lonely Egg Studio*

Armor Games Studios — Communications Manager

APRIL 2021 - MAY 2023

- Established processes and documentation in brand-new marketing and community department for respected indie game publisher
- Successfully onboarded a direct report, leading to a seamless team integration and a wider distribution of support within the organization

Digital Continue — Social Marketing Manager

JUNE 2019 - AUGUST 2020

- Submitted requests to first-party platforms for social media support surrounding major marketing beats, successfully securing launch announcement amplification

Tilting Point — Jr. Community & Social Media Manager

AUGUST 2018 - MAY 2019

- Compiled player data from mobile game community channels into weekly reports to inform development team of common bugs, issues, and player sentiment
- Undertook opposition research on marketing tactics of competitors to enhance social media strategy for mobile puzzle game Languinis

VOLUNTEER WORK

Discord Moderator

Supergiant Games
APRIL 2019 - PRESENT

Social Media Volunteer

Games Done Quick
JANUARY 2023 - PRESENT

ACHIEVEMENTS

Pixelles Ensemble

2024

IGDA Foundation

Next Gen Leader
2021

GDC Conference Associate

2018, 2019

EDUCATION

Rensselaer Polytechnic Institute

B.S. in Game Development, Art
AUGUST 2013 - MAY 2017