

Vicente Calvo – Game Marketing Specialist

Langley, BC. Canada

Dear Hiring Manager,

I am a marketing professional with an array of experience in digital marketing campaigns, content creation, working with brands, and user and client acquisition across the gaming space and different service industries. After earning a bachelor's degree in Business and Marketing from Tecnológico de Monterrey and later pursuing a Game Development degree at Trinity Western University, I am interested in bringing my interdisciplinary experience to help support a marketing team.

Throughout my career, I have had the opportunity to work across different areas of marketing. At Channel Factory, I supported digital advertising campaigns for major brands such as McDonald's, Starbucks, and Dairy Queen, while my experience at Coca-Cola FEMSA introduced me to customer acquisition, retention strategies, and scaling marketing strategies for a product reaching over 500,000 customers.

In the video game industry, I have gained experience as a consultant for several indie teams, with Fugue Shot being my most recent and successful involvement. In the few months I have been working with the team, we have generated over 3,500 Steam wishlists, received coverage from content creators reaching hundreds of thousands of viewers, and been selected for several major

festivals, such as PAX Rising, Latin American Games Showcase, and Secret Sauce, among others.

I believe my combination of marketing strategy, content creation, campaign management, and hands-on experience provides me with a versatile perspective that I can bring to a marketing team. I am always eager to learn, adapt to new challenges, and find creative ways to connect products with their audiences.

Thank you for considering my application. I would welcome the opportunity to discuss my experience and how I could contribute to your team.

Sincerely,

Vicente Calvo