

# ROBERT BUSEY

## Sr. Head of Influencer Marketing - Prime Gaming

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### Summary

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Sr. Influencer Marketing Manager offering over 10 years of experience in the games industry as both an independent game developer and marketing strategist. Creative and dynamic marketer with proven expertise in consistently creating go-to-marketing plans resulting in increased revenue growth. Leverages exemplary communication and in-person meetings to establish presence and build a positive report while fostering continuous partner engagement. Adept at working effectively to achieve goals both as a cross-functional team member and individual contributor.

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### Work Experience

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#### Amazon - Prime Gaming

Jun 2021 - Nov 2024

##### Sr. Head of Influencer Marketing

- Created and oversaw the Prime Gaming Influencer Marketing team.
- Established measurement requirements, team goals and KPIs required for tracking Influencer Marketing impact for the Prime Gaming business to be reported to leadership as well as the broader Prime Gaming team.
- Created the "Prime Gaming Ultimate Showdown" to showcase individual Prime Gaming content offers in a tournament setting. This spanned across multiple regions to utilize Influencers as well as the gaming community to increase Earned Media Value (EMV) for Prime Gaming. **Resulting in an EMV that was 6x the total budget for the event.**
- Established tooling standards and reporting for Influencer Marketing intended for both internal and external use.
- Created internal processes for the broader Prime Gaming team to streamline communication with the Influencer Marketing team, **reducing the time spent during campaign kickoffs by 38%**
- Created an internal "Influencer Marketing best practices" wiki, to help communicate insights to Amazon organizations outside of Prime Gaming.
- Established the process and documentation for the RFP (request for proposal) process when working with external talent agencies.
- Worked with game developer Bungie to create an ARG (Alternate Reality Game) to give away a 1:1 scale replica of an item we were giving away inside the game "Destiny 2" this resulted in a **20% spike in organic traffic to our Destiny 2 offer detail pages, a large reddit thread on the "Raid Secrets" subreddit, as well as an EMV that was 10x the allocated budget for the campaign.**
- Helped the Influencer Marketing team complete over 100 individual Influencer Marketing campaigns from 2021 - 2022 across NA, EMEA and LATAM.

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#### Amazon - Twitch Prime

Mar 2017 - Jun 2021

##### Partner Marketing Manager

- Helped execute marketing initiatives to acquire new Amazon Prime customers through Twitch Prime.
- Helped expand Twitch Prime to over 200 countries and territories.
- **Established processes used by the Twitch Prime marketing team to coordinate channel marketing across multiple promotions and account owners in over 18 separate marketing channels.**
- Executed marketing merchandising across both Amazon owned and operated channels, as well as those on Twitch.tv.

- Worked with creative agencies to create compelling marketing assets and copy for various Twitch Prime promotions.
- **Created the Marketing "UMS Tool" to automate marketing task tracking in JIRA. Reducing the time needed to track tasks by 86% per team member.**
- Helped create both domestic and international marketing events for Amazon "Prime Day" to promote relevant Twitch Prime/Prime Gaming content.
- Worked closely with Business Development to create compelling marketing promotions with many AAA game companies including but not limited to: Epic Games, Nintendo, Blizzard Entertainment, Activision, Square Enix, Ubisoft, Rockstar and THQ.
- **Was promoted from an L4 to an L5 in less than a year.**

Amazon - Twitch Prime

Oct 2016 - Mar 2017

Marketing Production specialist

- Worked with partners to collect and manage marketing assets for multiple simultaneous campaigns.
- Helped create marketing assets for content related physical events.
- Created marketing copy for the Twitch Prime blog for each of our content promotions.
- Managed social media posts from both the Twitch twitter account as well as Amazon video games.
- Created processes for the Twitch Prime marketing team to handle marketing asset ingestion between Twitch Prime and our partners.
- Created social media content for our various social media channels.
- Managed both Amazon and Twitch controlled CRM campaigns.
- **Promoted from a L3 to an L4 in less than 6 months**

Game Developer & Business Manager

Nov 2013 - Jan 2021

Stuffed Castle Studios

- Created the top-down adventure game "Sword 'N' Board" over the course of 4 years as the only programmer and artist.
- Programmed game logic, created in-engine development tools as well as any and all animations and in-game assets.
- Self promoted the game through a successful Kickstarter campaign
- Successfully navigated the Steam "Greenlight" program, and received enough audience votes to be allowed to publish Sword 'N' Board on the Steam platform.
- **Was accepted into the "Pax Rising" indie game showcase, and was allowed to showcase Sword 'N' Board during Pax West 2016.**

Skills

Core Competincies

Proficiencies

- Strategic Planning
  - Revenue Growth
  - Relationship Building
  - Process Improvements
  - Marketing Strategy
  - Business Development
  - Resource Allocation
  - Team Leadership
  - Customer & Staff Relations
  - Product Education
  - Research & Data Analysis
  - Project Management
- Microsoft Office Suite
  - Quip
  - Asana
  - Tableau
  - JIRA/Confluence
  - Open Broadcast Software
  - Adobe Photoshop
  - Adobe Premier
  - Adobe Animate
  - Unity Game Engine
  - Unreal Game Engine
  - C# Programming Language

