

ANNABELL LIAO

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EXPERIENCE

Jam City – Burbank, CA

Summer 2021

Product Management Intern

- Analyzed market trends and present recommendations to boost revenue and other KPIs for two licensed IP Disney mobile games with combined 2M average DAU and over \$230M in total revenue
- Wrote feature specification documents and conducted competitive research
- Drafted a consumer insight survey to collect data on player preferences to consider for product roadmap
- Used SensorTower and SQL to measure performance for monthly KPI meetings
- Won 1st place for proposing a new feature in company-wide Think Big pitch competition

Game Projects – Remote

2020 – Present

Producer

- Led cross-functional teams of 7-20 to develop 5 video games spanning mobile games, VR, and PC games with console controller compatibility for organizations including top games design program USC Games
- Won an Honorable Mention for *Summer in Surya*, a 2D PC RPG (Producer/Lead Designer)
- Identified audience priorities and created roadmaps to deliver enjoyable programs in a timely manner

East West Bank – Pasadena, CA

2018 – 2021

Social & Community Specialist

- Managed social media accounts for a cross-border bank that specializes in U.S.-China entertainment finance, reaching over 300,000 users monthly across LinkedIn, Facebook, Instagram, and Twitter
- Produced original content including videos and graphics for Social Media, PR, and Digital Content teams
- Analyzed and reported monthly social media performance; resulted in a 35% increase from previous year
- Spearheaded social events that engaged 70+ employees live and reached 3,500 in social media recaps

Freelance Filmmaker – Los Angeles, CA

2013 – 2018

Producer/Editor

- Created compelling visual narratives for nonprofits, businesses, and campaigns (100+ projects)
- Oversaw projects from concept to delivery through development, production, and post with crews of up to 35; prepared casting calls, shooting schedules, budgets, contracts, production reports, and reimbursements
- Developed film release plans, leading Jubilee's Blind Devotion to over 23 million views on YouTube

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

May 2023

Master of Business Administration (Professionals & Managers Program)

- **Leadership:** Chief Marketing Officer, Marshall Interactive Gaming Association; VP-Diversity & Inclusion, Graduate Women in Business; Student Ambassador
- **Recognition:** Dean's Merit Scholarship; Blizzard 2020 – 1st Place; Everyone's Business 2021 – 3rd Place

Chapman University – Orange, CA

2017

Bachelor of Fine Arts, Creative Producing

- **Leadership:** President, Student Government Association; Cross-Cultural Center Founding Board Member

SKILLS & INTERESTS

- **Skills:** Jira, Confluence, SQL, Tableau, SensorTower, Trello, Java, Adobe Suite, Premiere, Photoshop, Microsoft Office, Excel, Word, PowerPoint, G-Suite, Docs, Sheets, WordPress, Hootsuite
- **Languages:** English (native), Mandarin Chinese (limited working proficiency)
- **Community Involvement:** IndieCade, Games For Love, Kollaboration, Visual Communications
- **Interests:** Sci-Fi/Fantasy, VR/AR, *Pokemon GO*, *Brawl Stars*, *Carto*, Mahjong, Diverse Storytelling