SPANNER SPENCER

Community Manager
Social Media Manager
Content Marketing

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ABOUT: Over a decade of experience in technology, retail, games, apps and entertainment community management, CRM, and content marketing/creation across a wide range of industries. Prior to this I worked as an electronics engineer and technical writer for 14 years.
And, yep; Spanner is my real first name. It's a long, but regrettably uninteresting story.

EDUCATION

1996 - 1997
Huddersfield University
Technical Marketing
Further specialized in technical marketing as part of City & Guilds 224 BTEC pro-a diploma.

1995 - 1996
Huddersfield Technical College
Technical Authoring
Expanded electronics qualification into technical writing, editing and authoring.

1991 - 1995
Huddersfield Technical College
Electronics Engineering
Fully qualified to BTEC pro diploma in City & Guilds 224 Electronics Engineering.

SKILLS

- Community
- Content
- Analytics
- Social Media
- SEO/ASO
- Editorial
- Gamification

ACHIEVEMENTS

Element14 Gamification
Established and installed a gamification platform for deeper community engagement, increasing (and sustaining) member participation over 400%.

Viral Content
Created a content campaign for the Raspberry Pi 3 device launch, which was picked up by Lifehacker, the RPi Foundation, Wired and many more, becoming element14's most viewed (and engaging) content of all time.

Global Communications
I have a lot of experience in working with global companies, brands, products, clients and teams, and have established a host of communications and collaboration protocols and systems to facilitate remote working for the whole workforce.

Please click here for a more detailed version of my CV.

EXPERIENCE

MAR '17 - Present
WEARVR.com
Social Media & Community Manager
Build a VR-focused social media following and online community of highly engaged developers and users from scratch..

JAN '15 – MAR '17
element14.com
Social Media & Community Manager
Manage and grow a global community of over 470,000 engineers and makers.

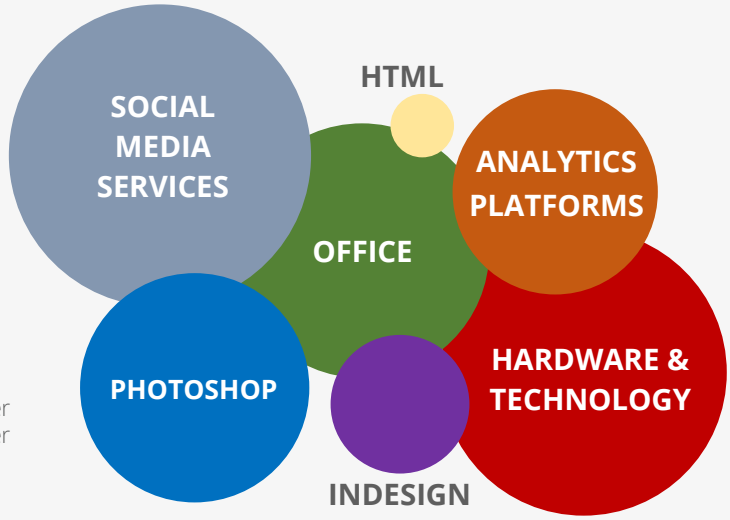
NOV '12 – JAN '15
Samsung Mobile
Community Manager
Built a Samsung Apps community from scratch, reaching 60,000 mobile game and app developers.

JUN '11 – NOV '12
Electronic Arts
Social Media & Community Manager
Created the 100% Indie community initiative for mobile gamers and app developers.

OCT '09 – JUN '11
Chillingo
Content Manager
CRM and content marketing / management for mobile games publisher, covering major titles including Angry Birds.

Please click here for more details on my experience.

ABILITIES



REFERENCES

References are available upon request.