

Timo Wienekamp

Career

2019 - now

Community Management Specialist Innogames, Hamburg

- Community management and development for various games
- Leadership of various external Game CM teams
- Coordinating live ops, including events in-game and on social media
- Creating communication strategies and complimentary media productions
- Close cooperation with game product and project management, as well as game development
- Executing marketing strategies and In-Game user activations, Live Q&As etc.

2018 - 2019

Social Media Manager / Editor / Customer Management Alexanderplatz Hamburg, Hamburg

- Social Media content planning and account management for various customers (ECE.com, Sonepar.de, Herforder.de)
- Administration Facebook, Instagram, Pinterest, Twitter, Wordpress
- Editorial and text creation for blogs, websites and Social Media
- Influencer Marketing coordination and planning online and live
- Customer reports and presentations
- On-site photo scouting

2016 - 2018

Senior Community Manager Rocket Beans TV Entertainment, Hamburg

- Establishment and execution of community management
- Setup and administration of various moderation teams
- Creating and maintaining feedback loops to broadcast management, engineering and C-Level
- Close cooperation with editorial team, Social Media team and program planning departments
- Execution, planning and moderation of weekly show „Behind the Beans“
- Creating internal trainings on community relevant topics
- Personal, daily contact with fans via visits, calls and fair attendances as well as actively supporting fan events and meetups

2010 - 2016

Senior Community Manager Goodgame Studios, Hamburg

- Senior position since 2013
- Community creation and management on various games
- Development and execution of forum and social teams and communication strategies
- Consulting and reporting for product departments
- Supervision and consulting for international, internal CM teams
- Development and execution of community events
- Technical and gameplay support

Skills

- Languages: German (native), English (fluid), Japanese (basic)
- Administration, moderation and content creation for Blogs, CMS, Social Media
- Extensive knowledge of video game industry, culture and surrounding fields
- Experience in Wordpress, phpBB, vBulletin, Vanilla, Discourse, Typo3, Photoshop etc.

What else?

- Indie game project „Orbis Fugae“ (Game Design, puzzle design, art, music creation)
- Composing, remixing in FL Studio, digital art, blogging and writing as well as animation
- Live streaming and video creation, administration on twitch.tv and youtube.com