

Winston H. Linn



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Senior Marketing & Publishing Lead | Games & Entertainment | Live Ops, GTM & User Acquisition

PROFESSIONAL EXPERIENCE:

SNR. MARKETING MANAGER: JUN 2022 — Cont' EPIC GAMES — LONDON, U.K.

- Owned publishing marketing strategy for third-party portfolio, leading GTM, positioning, and global launch execution with external partners
- Managed \$2M+ budgets per title across a 3-title portfolio, including forecasting and investment allocation
- Managed IP partnerships with global brands (e.g. Rovio, Paramount), delivering crossovers across Fortnite and publishing titles, including in-game content, cosmetics, and co-marketing campaigns
- Drove player segmentation and positioning strategy, informing GTM, messaging, and feature prioritization across the player lifecycle
- Owned end-to-end global GTM strategy, including launch planning, messaging, and channel strategy
- Led player acquisition and engagement strategy across PC/console and mobile channels, including contributions to mobile UA campaign planning, targeting, and performance analysis
- Drove player lifecycle marketing (FTUI onboarding, retention) increasing engagement & player value
- Influenced live ops strategy and game features through player insights and behavioral data, improving retention and engagement
- Led social strategy for publishing titles, growing channels from 0 to 75K+ followers and achieving 1M+ organic views per campaign
- Led go-to-market for platform feature rollouts, including social systems across Epic ecosystem (store, Fortnite, third-party titles)
- Optimized storefront presence to maximize visibility and conversion
- Led influencer marketing and global events strategy, including Gamescom activations, press/influencer events, and showcases (e.g. Summer Game Fest)

PROFICIENCIES

Game Publishing • Go-To-Market (GTM) • User Acquisition (UA) • Player Lifecycle (Retention, Engagement) • Live Ops • Brand Positioning • Audience Segmentation • Marketing Analytics (LTV, CAC) • Budgeting & Forecasting • Cross-Functional Leadership • Agency Management • Jira • Adobe Creative Suite • Performance Marketing

MARKETING MANAGER: FEB 2018—JUN 2022 WARGAMING — NICOSIA, CY. & PRAGUE, CZ.

- Led marketing strategy and campaign execution across global and regional teams for live service titles
- Led market research, campaign testing, and performance analysis to inform positioning, creative strategy, performance & channel optimizations
- Partnered with development teams to align marketing strategy with product roadmaps, live ops beats, and content updates
- Led creative testing and positioning strategy, optimizing campaign performance
- Managed \$5M marketing budgets, overseeing vendor partnerships, resource allocation, and campaign execution across global markets
- Ensured global brand consistency, messaging and legal compliance alignment across markets and campaigns
- Led integrated marketing campaigns across global markets, including content, PR, and paid media
- Analyzed campaign performance and player insights, driving optimization across channels and player lifecycle stages

PROJECT MANAGER: JUN 2014—FEB 2018 OGILVY — CHICAGO, U.S.A.

- Managed day-to-day operational aspects of projects, track project budget and associated costs.
- Led digital teams for global CPG client, overseeing web design/development, advertising and social content for global markets in multiple languages.
- Created and monitor schedules for numerous digital, print, creative development and presentation projects.
- Updated teams daily on activities and deliverables, as well as plans risk and mitigation strategies.
- Tracked creative conception and creative design, ensuring all creative executions are in accordance with brand specifications and industry standards.
- Oversaw stakeholder interviews, competitive audits, user flows, SEO implementation, content models, content audits, and process refinements across teams.
- Managed feedback and presentations to internal teams and external stakeholders throughout project life.
- Co-chaired OgilvyPride-Chicago's LGBT+ Diversity and Inclusion chapter.

EDUCATION:

UNIVERSITY OF WESTMINSTER

2025 — Masters of Science, Marketing Management

TRIBECA FLASHPOINT MEDIA ARTS ACADEMY

2013 — A.A.S: Film & Broadcast — Producing