

Winston H. Linn

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EDUCATION:

UNIVERSITY OF WESTMINSTER

2025 — Masters of Science, Marketing Management

TRIBECA FLASHPOINT MEDIA ARTS ACADEMY

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

HARD SKILLS:

Jira • Microsoft Office • Gantt Charts • Budgeting
Productivity Suites • Adobe Creative Suite

SOFT SKILLS:

Presentations • Producing • Timelines • Video
Team Management • Process Development • Strategy
Audience Insights • Brand Development

PROFESSIONAL EXPERIENCE:

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

- Develop and implement brand pillars and guidelines based on market research, U.S.Ps and audience insights.
- Work to develop product strategy, Segmentation, Targeting, positioning, brand health tracking systems, and track player perceptions and understand audience barriers to entry.
- Develop and plan new product release roadmaps and strategies.
- Plan and implement engagement and acquisition tactics.
- Help concept game features and mechanics to boost engagement and retention, based on players declared and observed insights and habits.
- Analyze brands of competitors, consumer trends and behaviors informing product & marketing approaches.
- Lead production and execution of GTMs through all needed channels and media varieties
- Collaborates with all relevant legal teams for reviews and clearances of initiatives.
- Marketing lead for Epic Games Publishing, overseeing branding, strategy and launch for 3rd party portfolio.

AERIAL FITNESS TRAINER JAN 2019—FEB 2020 **YOGA FUZION — NICOSIA, CYPRUS**

- Group fitness instructor of 50-minute intense fitness training class fusing elements of conditioning, Pilates, strength, ballet and HIIT on aerial hammocks.

PROFESSIONAL EXPERIENCE CONT:

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

- Manage and coordinate marketing and creative efforts, across regional, global teams and functions.
- Conduct brand and project health studies, Pre-Testing, campaign forecasting & perception studies.
- Work closely with development teams during early roadmap planning for development of marketing activities to support the product in key beats.
- Lead research efforts to test current and proposed creatives - strategies, and product positioning.
- Create and maintain all project backup, status reports, POs, estimates, schedules, change orders, technical and production specs, preproduction books and any other associated materials.
- Manage and hire production vendors and media talent, create purchase orders, monitor actual vs. budgeted costs and rectify final budgets upon completion.
- Review all global marketing activities to ensure brand values and message are communicated.
- Create brand briefs and operate internal & external creative content production and public relations across media types and countries.
- Evaluate the results of various marketing campaigns, spearheading market research efforts and learnings.

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

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