

# WOULFE CONDRA

PRODUCTION • COMMUNICATIONS • TEAM-BUILDING

## SUMMARY

Professional factotum and wearer-of-many-hats with an eye for creative excellence, driven to create meaningful and memorable experiences that bring joy to others.

A service-oriented leader, able to cultivate trust, forge strong bonds, and guide teams to new personal and professional milestones. Wielder of acknowledgement and empathy. Treats people like people.

Motivated by an unending curiosity. Always seeking ways to iterate or improve on what was done before, believing strongly in the philosophy behind *kintsugi* and its broader application to personal growth.

Author of a growing children's fantasy book series, with 3 completed stories and more in development.



## WORK EXPERIENCE



2022



Present

### Live Producer

Funcom

Oslo, Norway

Led team of 7 coders and 2 designers that rolled out brand new monetization model on *Conan Exiles*, with continued live-development updates on a 3-month release cadence.

- Increased available time for design-iteration and bug-fixing in development cycles by 30%
- Alleviated tribal-knowledge pitfalls and liabilities across development, design, and art teams
- Streamlined bug triage process, decreasing hotfix scope and deployment times by 25%
- Created, implemented, and maintained development roadmap and scope documentation
- Spearheaded cross-disciplinary development and career advancement of directly reports
- Established and managed server farms, operational status, and communications for *Dune: Awakening* betas and playtests
- Implemented regular milestone check-in meetings between cross-studio development leads



2020



2022

### Producer

Avalanche Studios Group

Stockholm, Sweden

Established, led, and developed the shared-services team; a group of 22 project-agnostic employees supporting the competing needs and priorities of 6 active projects.

- Audited and adjusted shared-resource allocation policy to reduce cross-project resource cannibalization
- Implemented new post-mortem and retrospective formats for development teams, more than doubling the rate of actionable feedback
- Navigated team of remote and otherwise isolated employees through the turbulence and uncertainty of a global pandemic
- Established release management craft group; an inter-discipline space for sharing techniques, strategy, and furthering professional development



2019



2020

### Community Manager (Contract)

Facebook Gaming

Seattle, USA

Established the Facebook Gaming community team, hiring, onboarding, and training a group of 8 new community managers in 6 months.

- Co-authored knowledge database detailing > 500 expected support scenarios each with step-by-step instructions to resolve them
- Created issue severity and escalation protocols to optimize support resource allocation and ticket response times
- Developed community sentiment and "top issues" report format
- Authored 10 hiring and training test-cases to assess community manager aptitude and identify potential areas of professional development



2019



2019

### International Event Operations Consultant (Contract)

Microsoft

Redmond, USA

Managed planning, set-up, and execution of global event activations for the *Aspire* Team, overseeing events in China, Germany, India, Israel, and the USA.

- Reduced international logistics expenses ~40% by utilizing local vendors
- Raised accuracy in attendance reporting from 85% to 97%

## PERSONAL



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US. Citizen – Oslo, Norway  
Open to Relocation

## HIGHLIGHTS

10 Years experience as a team-leader and people manager

Founded "Adopt-A-Hunter"; an accessibility and inclusivity focused gaming community with ~20,000 members

3 Shipped titles

- Second Extinction
- The Angler: Call of the Wild
- Metal: Hellsinger

## SKILLS

Team Leadership

Diplomatic Mediation

Making Delicious Meats

Communications Processes

Crisis Response and Firefighting

Morale and Productivity Direction

General Trivia and Fun-Fact Sharing

## WORK EXPERIENCE

CONTINUED



2018  
↓  
2019

### Publisher and Developer Relations Manager (Contract)

Mixer (Microsoft)

Redmond, USA

Created all new live-streaming tournament format, which was adopted across multiple streaming platforms, and has since become industry standard.

- Co-created and produced “Fortnite Fridays”: the Mixer Matchups pilot partner tournament series
- Established partnerships with Epic Games, Netherrealm Studios, Activision, Nintendo, Wargaming, and Respawn Entertainment
- Organized and produced 6 partner tournaments with > 300,000 unique viewers, leading to a ~15% increase in MAU



2018  
↓  
2018

### Product Marketing Coordinator (Contract)

Nintendo of America

Redmond, USA

Organized and remotely managed two event activations at E3 2018 while conducting market-research on the competitive gaming scene for all current Nintendo titles.

- Created Super Smash Bros. Invitational tournament format and run-of show, featuring 16 Smash Pros showcasing Super Smash Bros. Ultimate
- Compiled data identifying the percentage of Nintendo product owners with an active interest in competitive gaming as an observer or participant
- Coordinated on-site visit and itinerary of content creators and eSports athletes during early-access playtests



2015  
↓  
2019

### Marketing and Events Consultant

Freelance

Dallas/Seattle, USA

Established marketing and events best practices, created staffing plans, and provided ad hoc crisis management solutions to clients in multiple industries.

- Identified critical knowledge and skill gaps with event management practices in the Dallas and Seattle corporate sector
- Created > 20 full-time-permanent career opportunities for fellow event professionals
- Hired into critical situations with minimal planning, no lead time, and minimal staffing support to salvage activations at the eleventh-hour
- Managed team of 30 event staff for set-up, execution, and tear-down of activations



2016  
↓  
2017

### Event Coordinator / Partnerships Manager (Contract)

Dallas News

Dallas, USA

Elevated from event coordinator to corporate partnerships manager, building trust within existing relationships, securing sponsorships, and creating mutually beneficial event activations for partners and attendees alike.

- Led partnership initiative which reestablished working relationships with Dallas professional sports teams
- Generated a 5% increase in Dallas News digital subscriptions through event and sponsorship activations



2013  
↓  
2015

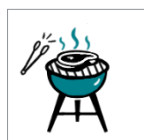
### Meetings and Events Manager / Snowboard Instructor

Palisades Ski Resort

Olympic Valley, USA

Led team responsible for ~20% of summer hospitality revenue, managing corporate retreats, tours, and services for business clientele. Provided training, education, and guidance to resort guests as a beginner-to-advanced snowboard instructor.

## INTERESTS



## PROFICIENCIES

JIRA, Confluence

Content and Roadmaps

Medieval Melee Combat

Agile Project Management

Improvisational Storytelling

Iterative Process Optimization

Player-Focused Problem Solving

Leaderless Communication Strategy

## OTHER GOODIES

15 Years as a gaming conventions and events volunteer

Created Everett young adult creative writing and tabletop gaming association

Co-founded Texas Tech's official student eSports organization

Created “Basement Brawl” video game LAN tournament series

14 Years in competitive team sports (Ice Hockey)

## EDUCATION

2010-2013

Social Psychology / Communications

Texas Tech University

2009-2010

Playwriting and Screenwriting

Savannah College of Art and Design

## LEARNING

Tabletop Game Design

Parenting

Japanese Language

Rom-hacking / Game Modding