

Guayo Llach

Senior Product Marketing Manager

Brooklyn, New York • 650-722-9655 • guayo.llach@gmail.com • [linkedin.com/in/eduardo-g-llach](https://www.linkedin.com/in/eduardo-g-llach) • eduardogllach.com

Hands-on art director and creative strategist with 7 years experience managing dozens of art studios in the development of an extensive variety of marketing assets. Experience leading teams to create Interactive and Video Ads that drove billions of download to four #1 App Store titles. Enthusiastic collaborator with strong interpersonal communication skills.

WORK EXPERIENCE

Senior Product Marketing Manager

June 2018 – July 2022

Lion Studios, San Francisco, USA

Foundational member of the product marketing team. Managed full 360 marketing campaigns in the mobile gaming space. Engaged in a fast paced work environment focused on achieving performance KPI's at scale.

- Acquired **500 million+ users annually** for mobile video games using innovative marketing techniques. Peak acquisition 1 million+ users per month.
 - Titles that made #1 on App Store: Merge Life, Happy Glass, Mr. Bullet, Hooked Inc.
- Defined the go-to-market strategy for mobile games, and optimizing marketing creatives based on performance data.
- Led the ad production of 8 global external art studios which developed 430+ monthly 2D, 3D, and interactive HTML5 ads.
- Managed communication and projects across global internal team using a successful stack of internal and external tools such as Slack, Asana, Salesforce, and Confluence.
- Coordinated the entire asset pipeline between game teams and stakeholders.
- Pursued deep competitor & market research, shared learning's in marketing team reports.
- Controlled app store optimization (ASO) of all games, constantly tested and updated store assets.
- Guided game development on 4 prototyping teams, including the team that created Merge Life.

Freelance Designer

June 2016 – January 2018

Los Angeles, CA

Worked as a freelance designer, video editor, and illustrator for several companies between 2016-2018. Developed my baseline familiarity with design and designers.

- Video ad creation for **Applovin**.
- UI design and road mapping for **Fitbod**.
- Video and graphic editing for **Krome Photos**.
- Content developer for social media for **Lucky Day**.
- Graphic Artist for **BEEDELMA**.

Lead Art Manager on University AGP

June 2014 – November 2016

University of Southern California, Los Angeles, CA

Lead Artist Manager on 3 competitive Advanced Gaming Projects (AGP) at the University of Southern California each lasting a year and including all game development to a release on Android or Web.

- Art Director and Producer for "A Slime In Time" for Microsoft HoloLens (2016-2017). Managed a team of 5 artists.
- Art Director and Producer for "WideAwake" for mobile (2015-2016). Managed a team of 15 artists.
- Art Director and Producer for "King Basil's Quest for the Crown of Spudly Awesomeness" for iPad (2014-2015). Managed a team of 20 artists and personally created art assets
- Experienced in managing and leading a team of artists in large-scale game projects..
- Proficient in content development for games.

EDUCATION

Interactive Media & Game Division of The Film School
University of Southern California, Los Angeles, CA
Bachelor of Arts

SKILLS

**Asset Organization & Pipeline Management • Mobile Advertising • Art Production • Creative Problem Solving
Written & Verbal Communication • Cross-functional Collaboration • Data Analysis & KPI's Tracking • Project
Management • Game Design • Training & Mentoring • Agile Development • Film Production
Adobe Illustrator • Graphic Design • Logo Design • Maya • Sculpture • Character Design**

SOFTWARE

Adobe Photoshop • Adobe Premiere • Microsoft Office • Asana • Slack • Salesforce • Unity