ALEX WAY

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EDUCATION

University of Southern California | *Marshall School of Business*   *Los Angeles, CA*
BS Business Administration   Exp. Graduation: May 2026
Minor in Game Entrepreneurism   GPA: 3.97/4.00

EXPERIENCE

Mobalytics | *Gaming Market Research & Analytics Extern*   *Santa Monica, CA* | Sep 2023 – Nov 2023
- ➤ Assessed the ROI of expanding Mobalytics' reach beyond the esports market, testing the platform's compatibility with casual team-oriented gaming genres
- ➤ Used SQL and Tableau to visualize the platform's impact on player performance in *Lost Ark*
- ➤ Pitched product features using insights from regression models built with SteamSpy data

Pixelberry Studios | *Product Growth Intern*   *Los Altos, CA* | Jun 2023 – Sep 2023
- ➤ Proposed user growth and retention strategies for the visual novel game platform *StoryLoom*
- ➤ Established partner program with US colleges during the mobile app's soft launch stage
- ➤ Documented storefront conversions in Excel to support product business planning and design
- ➤ Refined content schedule by tracking engagement for organic and paid marketing across IPs

The Verse Games | *Product Management & Production Intern*   *Berkeley, CA* | May 2023 – Sep 2023
- ➤ Devised GTM strategy, funding plan, and production schedule for the indie game *Karma*
- ➤ Coordinated a cross-functional team of 15 developers through the Agile methodology

PROJECTS

USC Games Publishing Association | *Publishing Director*   *Los Angeles, CA* | Aug 2024 – Present
- ➤ Preparing store page assets for student projects to publish on Steam and Epic Games Store
- ➤ Collaborated with Creative Directors to develop, execute, and refine marketing strategies

USC Games MFA | *Pack Usability Lead*   *Los Angeles, CA* | Aug 2024 – Present
- ➤ Scheduling biweekly playtests, compiling player data and bugs into organized reports
- ➤ Integrated playtest feedback in design meetings to improve core gameplay loop features

Elder Arcade | *Founder*   *Los Angeles, CA* | May 2024 – Present
- ➤ Leading development for a 501(c)(3) where students design video games for seniors
- ➤ Volunteered weekly at nursing homes, playing commercial games with residents as trial runs

USC Games AGP | *Lake Minnewaska Marketer*   *Los Angeles, CA* | Jan 2024 – May 2024
- ➤ Drafted a release trailer for *Lake Minnewaska,* a story-driven game about fishing and grief
- ➤ Acted as liaison between the narrative and marketing team to assemble a teaser storyboard

Filament Games | *Digital Marketing Project Lead*   *Madison, WI* | Sep 2022 – Dec 2022
- ➤ Conducted competitive and retention analysis for the educational game *RoboCo*
- ➤ Outlined email marketing campaigns to increase portfolio visibility and Steam wishlists
- ➤ Monitored KPIs of partnered Twitch and YouTube influencers through affiliate links

LEADERSHIP

Undergraduate Business Council | *DEI Chair*   *Madison, WI* | Feb 2023 – May 2023
- ➤ Spearheaded a 5-year DEI initiative aiming to achieve equitable student club recruitment
- ➤ Hosted cultural workshops on behalf of the student government for 3,000+ undergraduates

ADDITIONAL INFORMATION

Technical Skills | SQL, Tableau, Jira, Notion, SMM, Sprout Social, Photoshop, Premiere, MS Office