

Laura Eastman

425-633-9781 · lau.lundberg@gmail.com · [linkedin.com/in/laurameastman](https://www.linkedin.com/in/laurameastman)

EXECUTIVE SUMMARY

Dynamic marketing professional with 10+ years of experience and a strong background in social media, influencer strategy, campaign management, and strategic marketing. Hyper-organized, adaptable team player and leader able with an ability to understand core audiences and align with business needs. Proficient in leveraging customer insights and authentic storytelling to build innovative marketing strategies and campaigns that drive user engagement and brand loyalty.

SKILLS

Social Media Strategy
Strategic Planning
Agency & Vendor Management

Go-to-Market Strategy
Analytics & Reporting
Influencer Strategy

Team leadership
Marketing Strategy
Project Management

EXPERIENCE

Amazon Games

Aug 2021 - Jul 2024

Social Lead, Prime Gaming

Led organic social media strategy, creator partnerships, day-to-day operations, and managed owned campaigns both digital and for on-site activations, achieving follower growth of 326% in two years.

- Managed go-to-market strategy and execution of on-site and digital social media presence during events including League of Legends' Worlds and Mid-Season Invitational, VALORANT Championship, TwitchCon, etc. - leading to a 190% increase in unique sessions, an avg engagement rate of 5.42%, and a 192% rise in conversions.
- Pioneered a shift in creative content and publishing strategy to prioritize more engaging narratives, leading to a significant 10% month-over-month increase in engagement rates and growing social channels organically by 78% within 1 year of implementation.
- Achieved a record-breaking 75% year-over-year increase in social media conversions during the company's largest event - Prime Day 2023 - with strategy and execution being driven by effective collaboration with game developers and deep knowledge of customer behaviors on social.
- Increased brand awareness and drove growth with new audiences by expanding social activities to TikTok, leading the overall channel strategy and content plans to achieve 42,000 new followers and 6.75% avg engagement rate in 6 months.
- Re-imagined the brand's Twitch channel and livestreams, including defining a new vision and content programming, managing influencer talent, vendors and agencies to increase product awareness and user engagement. Efforts resulted in a 300% increase in average minutes watched per viewer, 209% follower increase year-over-year, and 66% increase in overall minutes watched.
- Mentored and empowered team members to provide fundamental skills and further oversaw the execution of their projects. Responsible for setting clear expectations and goals with reports that helped meet business objectives.

Marketing Manager

Sep 2019 - Aug 2021

Rainway Inc

Strategically developed and executed go-to-market marketing strategies across all customer-facing marketing, social media, and community channels, achieving a 7,940% increase in engagements and 375% increase in followers over 2 years amongst key gaming audiences.

- Created key measurement framework for the entire brand including defining key performance indicators and defining strategy, vision, and tactics for all marketing channels.
- Led go-to-market strategy and executed integrated marketing plans for Rainway's product launch on 5+ new platforms including iOS and TV - leading to 1,000,000+ unique installs.
- Managed junior team members across marketing functions, overseeing projects, establishing clear goals, identifying growth areas, and providing feedback.
- Developed community strategy to deepen brand loyalty with gaming customers and executed on strategy to increase site visits by 190% and conversation on social platforms by 68%.
- Pioneered the creation of Rainway's brand voice and tone across marketing channels. Further collaborated with product, engineering, and creative teams to implement new voice and tone across channels for cohesive messaging to customers.

Account Supervisor

Nov 2018 - Sep 2019

Edelman

Orchestrated influencer campaigns for Microsoft and Xbox, enhancing product visibility and organically deepening brand loyalty through authentic influencer collaborations across North America.

- Defined product seeding strategy for 10+ Xbox hardware launches including identifying partnered influencers, drafting campaign creative briefs, and managing created content, which achieved 36% over yearly goal in social engagements and 63% over yearly goal in video views.
- Developed influencer strategy for the launch for yearly Microsoft Surface product and executed by identifying, negotiating with and managing multiple influencers to reach over 29 million fans, leading to an increase in social engagements by 45% and a 27% increase in video views compared to the previous campaign.

Senior Account Executive

Oct 2013 - Nov 2018

CMD

Led organic social media strategy, campaign and event go-to-market activities across regions for Intel's gaming initiatives. Further responsible for social media strategy and ongoing social channel management for 10+ consumer brands across gaming, technology and lifestyle industries.

- Owned and operated Intel's gaming social channels, resulting in growing overall channel impressions by 137% and over 222% in engagements year-over-year.
- Commanded Intel's gaming social initiatives at key activations including PAX East, Intel Extreme Masters, BlizzCon, TwitchCon, CES, PAX West, etc. resulting in 108% YOY growth in impressions and over 300% YOY increase in engagements between 2016 and 2017.
- Secured over 50 social media and influencer projects from Intel that resulted in a 10% lift in share of voice.
- Created meaningful business relationships with influencers for client projects for 5 years. Further educated over 30 gaming and esports influencers on product messaging and brand guidelines to build trust and alignment between influencer and client brands on partnered programs.

TOOLS

Sprinklr
Sprout Social
Opal
Khoros

Agorapulse
Hootsuite
Canva
CreatorIQ

Crimson Hexagon
Talkwalker
Figma
Microsoft Office

EDUCATION

University of Oregon

Bachelor of Arts in Journalism