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# Cian Francis Rice

## Developer and Digital Marketer

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### SUMMARY

Multidisciplinary developer and marketer with a keen interest in web-based marketing and front-end development.

### EXPERIENCE

#### **Electronic Arts, Galway, Ireland** - *Community Forums Moderator*

April 2018 - PRESENT

- Ensure a safe, welcoming, and inclusive community on EA's community forums
- Escalate pressure points + trending issues to forum leads for IP such as FIFA, Madden, NHL, NBA Live, Star Wars, and Battlefield
- Propose tools + processes for better combatting toxicity in community
- Grow product knowledge for EA IP
- Engage with volunteer staff and community
- Interface with studio organizations while balancing needs of WWCE parent org
- Challenge traditional internal approaches + processes using prior experience

#### **Elm Street Technology, Spencer, MA** - *Web Design and Social Media Support Specialist*

December 2017 - March 2018

- Document support practices
- Write engaging helpdesk articles
- Support customers with best-practices for social media marketing and SEO
- Lead setup of Zendesk Guide: [www.elmstreettechnology.zendesk.com](http://www.elmstreettechnology.zendesk.com)
- Act as lead on Zendesk Guide
- Implement rapid front-end webpage changes
- Improve CX flow and standards

#### **Boston Festival of Indie Games, Boston, MA** - *Volunteer Social Media Manager*

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June 2017 - PRESENT

- Manage multiple brand accounts - @BostonFIG and @BostonGameLoop
- Promote BostonFIG events through official Twitter and Facebook accounts
- Increase brand awareness through a more consistent cadence
- Write creative and engaging social copy to create and increase awareness
- Create and sustain a stronger social brand identity for BostonFIG
- Engage with fans online and act as the first step in answering event related questions
- Manage content calendar

**Woo! Game Pile, Worcester, MA** - *Volunteer Web and Social Media Manager*

August 2016 - June 2017

- Increased and maintained engagement rate on Twitter by 60% of the previous average
- Promote monthly events, local developers, and more through Twitter
- Created and managed official Game Pile page + manage Facebook events
- Prepared and emceed events as needed
- Employ local marketing techniques such as flyers at relevant storefronts to build awareness outside digital channels

**Harmonix Music Systems, Boston, MA** - *Associate Customer Interaction Manager, Web Content Manager*

August 2015 - July 2016

- Increased response rate to fan questions about technical issues, bugs, game requests through Facebook, Twitter, and Instagram
- Analyze sentiment on social channels to better understand pressure points in community
- Lead Zendesk setup to improve speed and simplicity of the customer experience
- Engage with fans at major public events

**Abbey Villa Soccer Club, Hopkinton, MA** - *Web Developer*

July 2014 - January 2016

- Design and implement front-end customer registration systems
- Interface with third party APIs
- Maintain and create Wordpress Theme

**MassDiGI Summer Innovation Program , Worcester, MA** - *Intern*

August 2015 - July 2016

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- Lead development of client side functionality in asynchronous multiplayer game that simulates working in an ER
  - Collaborate with fellow interns in different disciplines while working to build complete product in 11 weeks
  - Promote and pitch product to press and other developers

## SKILLS / TOOLS

### Marketing / Social

Twitter, Search Engine Optimization, Web Content Management, Facebook Page Management, Twitter Analytics, Google Analytics, Mailchimp, Email Marketing, Zendesk, Instagram, Sprout Social, Hootsuite, Digital Marketing, Content Marketing, Vanilla Forums

### Development

Unity, Unreal Engine 4, RPGMaker MV, Twine, HTML, CSS, SASS, Python, Javascript, C#, PHP, MySQL, Postgresql

### Visual

Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro

### Other

JIRA, Confluence, Microsoft Office

## PROJECTS

### **Rock Band Rivals** - *Harmonix Music Systems*

Engaged with users on Facebook, Twitter, and Instagram by responding to questions, comments, requests, and more. Emceed at and assisted in managing events. Developed and deployed promotional pages prior to announce. Lead transition to Zendesk CX portal.

### **Rock Band 4** - *Harmonix Music Systems*

Engaged with users on Facebook, Twitter, and Instagram by responding to questions, comments, requests, and more. Emceed at and assisted in managing events. Created and deployed brand new mobile-friendly event web app to decrease player wait-time to play *Rock Band 4* at events like PAX and e3.

### **Amplitude** - *Harmonix Music Systems*

Engaged with users on Facebook, Twitter, and Instagram by responding to questions, comments, requests, and more. Emceed at and assisted in managing events. Pushed for more attention to Kickstarter support channels

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by escalating common issues to higher-ups after taking on task of finishing support queue.

### **HYPER GROOVE: Musical Insanity** - *Academic*

Developed rudimentary, C++ made game-engine using SDL 2, JUCE, FMOD, and more to build a challenging, visually interesting beat matching rhythm game. Handled all engineering work, design work, the majority of the art, and collaborated with musicians to bring original music to the title.

### **Gone** - *Academic*

Acted as sole engineer on Unity 3D title, allowing existing team to have their interactive art project realized fully. Worked in existing Unity scene with full art assets to create a playable experience simulating certain feelings of mental health issues like generalized anxiety, major depression, and PTSD.

### **On Call** - *Academic*

Served as lead client side engineer for a Unity 3D title built in 11 weeks. Developed functionality to allow server and game to communicate in a way to enable a Facebook-like social game experience to teach nursing and medical students how to cooperate and work in an ER setting. Made heavy use of Unity coroutines, HTTP get requests, and built a UI based game using Unity 3's OnGUI() method. Demonstrated game to press and other developers. Lead QA efforts by deploying bug tracking software and methods.

## **EDUCATION**

### **Worcester Polytechnic Institute, Worcester, MA** - *B.S in Interactive Media & Game Development*

August 2009 - February 2015

Graduated with distinction. Studied technical elements of game development and developed games while serving as my degree program's student representative to faculty council.

## **AWARDS**

### **Provost's Award for Outstanding Major Qualifying Project**

May 2014

Awarded for Major Qualify Project (senior thesis) *HYPER GROOVE* at WPI.