

Richard Holcomb

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Website: infinite.social

Professional Profile

A creative Publishing Manager with over 10 years of diverse experience across industries, with a focus on connecting the dots between product-level decision making and the end-user experience. Regularly communicates with 10+ international team members across time zones and cultures. The utmost importance is placed on creating safe spaces for teams, resulting in open spaces for represented and managed communities.

Skills:

- Facebook – Instagram
- Twitter – X – Threads
- Digital Marketing
- Brand Management
- TikTok
- YouTube
- Creative Production
- Copywriting
- Community Management
- Memes
- Content Strategy
- Leadership

Career History

BYTEDANCE – NUVERSE – MARVEL SNAP, Irvine, CA
Senior Publishing Manager (Social and Community)

July 2022 to Present

- Assumed ownership of the official MARVEL SNAP Discord during Closed Beta, scaling the Discord from less than 10k members to 150k members currently.
- Launched an in-house Content Creator program resulting in 200+ members creating constant UGC, driving healthy community discussion, and raising awareness to all key product marketing beats.
- Directed MARVEL SNAP's social media strategy, including creative ideation and development, copywriting, and areas of focus, resulting in a comprehensive, well-informed ecosystem reaching over 1M+ players.
- Onboarded a Discord administration and moderation team of over 20 individuals, delegating day to day operations to contractors and international moderators for global coverage.
- Aligned teams across verticals to deliver engaging content, designed for maximum results across web, social media and community partners.

NORTHROP GRUMMAN, San Diego, CA
Social Media Lead

February 2021 to June 2022

- Led social media strategy for Aeronautics Sector, followed by Space Systems and Defense Systems. Select campaigns include the James Webb Space Telescope and B-21 stealth bomber.
- Drove creative development for enterprise social media channels, including crafting creative assets for Twitter, Instagram, Facebook, and LinkedIn.

DAVE, Los Angeles, CA
Social Media Manager

April 2020 to October 2020

- Increased audience conversation by implementing a new engagement tool that expanded coverage from one owned channel to all owned channels.
- Managed three part-time Community Managers, regularly reviewing day-to-day responses on Dave's social media.

RIOT GAMES, Los Angeles, CA
Social Media Strategist (January 2019 to April 2020)
Social Media Specialist (June 2017 to January 2019)

December 2012 to April 2020

- Global Social Lead for Teamfight Tactics, the Central English League of Legends social media accounts (Facebook, Twitter, Instagram, Tik Tok, and Giphy).
- Optimized social media assets for bi-weekly releases, resulting in an average increase of 44% reach.

- Overhauled the League of Legends Giphy channel resulting in over 1+ billion GIF views and counting.
- Guided social media coverage for domestic and international gaming/esports events.
- Developed and executed 10+ community engagement evergreen campaigns resulting in increased amounts of targeted UGC.

Social Media Specialist, Player Support (July 2014 to July 2017)

- Product Owner for Social Media Support: Riot Games North America.
- Sourced, trained, and managed 6 social support specialists to ensure exceptional service.
- Established QC metrics to ensure and maintain quality excellence (4.5/5 satisfaction scores).
- Produced an account security PSA garnering ~3 million views and 10%+ engagement rate.

Technical Specialist, Player Support (December 2012 to July 2014)

- Maintained personal ticket queue and provided timely help to players with technical issues.
- Coordinated communications for patch downtime on regional English forums resulting in an informed and engaged community despite any server outages.
- Pioneered the launch and maintenance of the Riot Games Support Twitter resulting in over 400k followers from inception to date.

Education

Bachelor of Arts

Major: Distributed Studies with focuses in Natural Sciences and Philosophy

University of Colorado at Boulder (December 2015)