

# GABE PHILBIN

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**portfolio / reel @ gabephilbin.com**

## SUMMARY

Seasoned creative lead with expertise in Adobe Creative Suite and Unreal Engine Cinematics. Driven by storytelling and engaging communities to craft innovative marketing solutions for both new and established brands in gaming. Proven track record of leading teams to deliver high quality results and engaging content on tight deadlines.

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## SKILLS + TOOLS

|                     |                 |                 |                 |              |
|---------------------|-----------------|-----------------|-----------------|--------------|
| Adobe Premiere      | Unreal Engine 5 | Final Cut Pro X | Brand Language  | Storytelling |
| Adobe After Effects | Red Giant Suite | Cinema 4D       | Data Management | JIRA         |

## EXPERIENCE

**Singularity 6** Mar 2023 - Present

### ***Publishing Creative Lead***

- Directed all creative marketing for Palia's Elderwood Expansion, boosting daily active players by 400% through trailers, key art, website refresh, Discord Quest, and 560+ video paid ads
- Design, direct and delegate work for all Palia visual content from pre to post-production, including the Switch Reveal Trailer seen at The Game Awards 2023
- Align leadership on new creative strategies to engage players and strengthen Palia's brand
- Capitalize on viral trends and quickly craft custom video content to deepen player engagement
- Develop custom levels within Unreal Engine and create bespoke shots through Sequencer
- Drive cross-team communication internally and externally with partners to create content in-step with game development

**Riot Games** Jan 2021 – Mar 2023

### ***Motion Graphics Editor***

- Seamlessly jumped between visual brands of VALORANT and LCS while pushing brand language to the limit to create fresh yet recognizable content
- Generated viewer hype and engagement by blending player stories and highlights to craft exciting narratives on overnight deadlines
- Created VCT and LCS season show openers to set the tone and stakes for the new tournaments
- Collaborated with producers, and external partners on high-profile videos such as LCS Answers Fight (most popular in the series with six times as many views)

**Minecraft** July 2018 – Mar 2021

### ***Video Director/Editor***

- Managed capturing, directing and editing for projects with Fortune 500 companies including Disney, Universal and Nvidia
- Increased average monthly installs by and decreased advertising Cost-per-Install by 83%
- Increase Return-On-Ad-Spend from 6% to 217%, driving over \$1M in marketplace revenue
- Developed new data-driven creative strategies to revamp player acquisition
- Drove and coordinated pre through post-production timelines with art and marketing departments

**Color Creative** Dec 2017 – May 2018

### ***Editorial Assistant***

- Initiated project workflow by creating content cuts and pulling visual and audio selects
- Reviewed and approved final edits for graphics, VFX, subtitles, animation, color, and sound
- Collaborated with production teams to manage schedules and eliminate blockers

**Freelance** May 2017 - Present

### ***A/V Editor, Writer and Animator***

**GameOverNation.com, GONCast, LLC**

Oct 2011 - Nov 2016

### ***Video Editor and Community Manager***

**EDUCATION** - Seattle University, B.A. Film Studies, May 2017, GPA 3.9, Magna Cum Laude