

GABE PHILBIN

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portfolio / reel @ gabephilbin.com

SUMMARY

Creative lead with AAA experience and startup mentality utilizing an 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 collaborating with teams to deliver high quality results and engaging content on tight deadlines.

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, captured and edited all creative marketing for Palia's Elderwood and Royal Highland Expansions, boosting daily active players by 400% through trailers, key art, website refresh, Discord Quest, and 720+ video paid ads
- Craft bespoke cinematic quality marketing materials with Unreal Engine 5 using Sequencer, custom blueprints and levels
- Design, direct and delegate work for all Palia visual marketing 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
- Balance the creative needs of multiple marketing initiatives while keeping strict deadlines on a monthly patch cadence

Riot Games Jan 2021 – Mar 2023

Motion Graphics Editor

- Seamlessly jumped between visual brands of VALORANT and League of Legends 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 VALORANT and League of Legends 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

- 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