

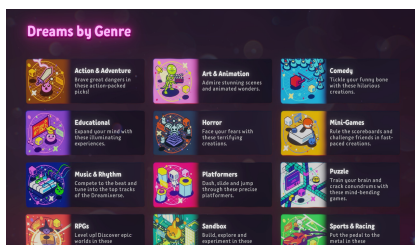
Content & Curation Specialist

Education

University of Exeter (2017-20)
1st Class BA (Hons) English

Awards

2023 BAFTA Connect - Member
2023 BAFTA Games -
Evolving Game Nominee
2023 Game Dev Heroes -
Community (Hon. Mention)
2022 Develop:Star -
Marketing Star Winner



Jacob Heayes

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Award-winning curator & content analyst with a passion for using data and critical thinking to reach the right audiences.

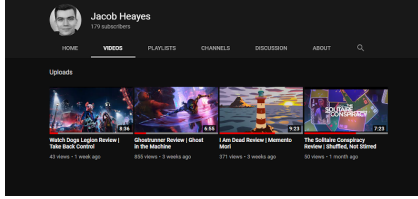
Content Curator / Media Molecule

APRIL 2021 - PRESENT, GUILDFORD

- Curates UGC in Dreams and optimises UX via targeted banners, playlists and collections built in LiveOps (in collaboration with the Data & Analytics team)
- Executing test and learn methodologies with A/B testing and analytics tools such as Looker to implement new features: genre pages, daily playlists, evolving seasonal event hubs and personalised content recommendations.
- Regularly meets with PlayStation Store editorial team to advise on curation learnings, strategies and trends within Dreams and throughout the wider industry.
- Partners with industry collaborators including Enhance Games, Guerrilla and Special Effect on bespoke collections connecting audiences across products.
- Collaborated with Outreach to amplify commercial partnerships (BBC, Mercedes-Benz, MrDalekJD) with in-game promotional banners and collections.
- Provides copy for banners, playlists, editorial and social media with experience in LAMS for global localisation.
- Authored an internal Style Guide outlining best practices and strategies for Dreams curation.

Key Achievements:

- Led the **curation strategy** for Dreams' PlayStation Plus launch, coordinating with Analytics, Brand, Design and Editorial on several playlists and collections drawing an influx of over a million new players.
- Assisted in **coordinating messaging** surrounding Dreams live service discontinuation alongside planning and executing a curation roadmap for the following months.
- Led the **implementation of genres** as a major UGC discoverability feature, curating over 50 playlists and briefing Brand on twelve bespoke icons to promote each page.



EXEPOSÉ

THE UNIVERSITY OF EXETER'S INDEPENDENT NEWSPAPER SINCE 1987



Film & Games Writer / Freelance

MAY 2020 - APRIL 2021

- Pitching and writing articles for outlets including T3, Superjump, Thumbsticks and The Film Magazine ranging from festival coverage, interviews, reviews and SEO-driven news.
- Scripted independent video reviews for trending indie and AAA gaming releases, capturing and editing footage with Premiere Pro.

Exposé / Online Screen Editor

MAY 2019 - MAY 2020, EXETER

- Coordinated articles across our base of writers ranging from reviews, features and op-eds whilst editing them within our CMS for online publishing.
- Pitched content ideas for our writers on a bi-weekly basis.
- Conducted interviews with industry professionals including BAFTA-winning writer Sam Barlow alongside film festival coverage (eg. London Film Festival, Sundance London).

Tactic Games / Content Creation, Playtesting & Copywriter

MAY 2019 - APRIL 2021, OXFORDSHIRE

- Provided content and copy for tabletop and trivia titles.
- Extensively researched information across culture, geography and history adapting into trivia questions suitable for target demographics.

References Available Upon Request