

# Eric Portnoy

Gaming Product Manager | Public Relations |  
Marketing | Influencer Manager | Event  
Producer | Gaming Industry Consulting |  
Market Research

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## Experience

AppGallery Game Product Manager — Huawei — 2022–Present

As part of the game product team, I managed the marketing campaigns of the games available on the AppGallery ecosystem. Including the communications, Customer support for games and Community Management of the contact channels of the LATAM users.

- Improved In Game Item sales for PUBG Mobile in 600% in one month by creating an in person event due to the 5th anniversary of the game with the publisher as partner.
- Partnered with MLBB publishing company to sponsor tournaments and events, improving the game downloads and sales in 200%
- Grew the Discord server for users and support in 150% and up
- Created new and attractive copy's and messaging for churned, current, and new users with an average of 20% CTR
- Created new plans for promotions and activities to create new active buyers for the games in the ecosystem
- Managed the content calendar for the in store activities and communications
- Created plans for in person conventions and shows
- Communication with partners and publishing companies for in game events and partnerships
- Influencer and KOL management for paid campaigns
- Conducted market research and analysis of users and potential users

Head of Communications and PR —Up N' Beyond a Tencent Company — 2021-2022

Lead of the department with a supporting team of creatives that managed the internal and external communication for the LATAM region of the clients.

- Started from scratch the Tencent games communications for the launch of new and existing games in the region such as Tower of Fantasy and PUBG Mobile.
- Launched the Codashop a web store for In Game Items communication with media outlets and Influencers
- Analyzed the results of coverage and ROI of the action took and reported on results and improvements
- Managed all of the campaigners that arrived to the Agency and created the Pitch plan for the rest of the teams to follow
- Managed internal communications to improve employe knowledge and participation in the agency
- Hired a team of creatives to work on the communications department to create a well established process of creation, implementation, and reports on each campaign
- Event production from start to finish for launch of games for media outlets, influencers, KOLs, and community members.
- Conducted market research for current PUBG Mobile users and analysis of the current habits of consumption and likes and dislikes of the users.

Account Manager - G64 – 2014-2021

PR Account manager for AAA game publishing studios and gaming companies for the LATAM region including Brazil; such as Activision Blizzard, Square Enix, Wizards of the coast, Ankama, Razer, Atlas, and more.

- Created custom tailored PR plans for the region with analysis and reasoning on the current landscape to improve the reach and sentiment of the campaigns
- Localized Press Releases to local language and usage of terms when needed
- Managed the LATAM Press site for media contact and outreach
- International event staffing such as E3, Fan Fest, Brasil Game Show, and more
- Influencer and KOL management for campaigns and collaboration
- Reporting on sentiment and reach of press releases and ROI
- Event production from start to finish for Media Outlets, Influencers, and KOLs

## Profile

A seasoned marketing professional with over 10 years of experience in the entertainment and streaming industry, with a deep understanding of the Latin American market. A proactive self-starter, known for executing locally relevant strategies that drive brand awareness, user acquisition, and retention. Fluent in Spanish and English, with international experience in managing cross-functional teams and partnering with key stakeholders to achieve business goals.

## Education

ESDIE; Mexico City – Bachelor in Communications - 2023

UIA; Mexico City - Bachelor in Interactive Design - 2007

## Skills

**Languages:** Spanish (Native), English (100%), Portuguese (60%), Hebrew (50%), Japanese (20%).

**Software:** Microsoft suite (100%), Adobe suite (100%), Apple Suite (100%), Streaming and Content Creation (100%).

**Writer:** One independent book published, working on more books and stories.

**Public Speaker:** Presenter, Commentator, Host, Expert, Speaker role for keynotes and addresses presenting the new games and features.

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