



**Kathryn De Shields-Moon, MFA** · 3rd

PR & Partnerships Manager at Skillshot Media | Indie Game  
Dev Advocate

Atlanta, Georgia · 500+ connections · [Contact info](#)

 Skillshot Media

 Cornell University

## Experience



### Skillshot Media

2 yrs 1 mo

- PR & Partnerships Manager**  
Dec 2018 – Present · 1 yr 8 mos  
Alpharetta, Georgia

Conference organizer for Esports Summit Atlanta, a B2B Esports Conference. Responsible for fostering and maintaining relationships to secure community partnerships, sponsorships, in-kind donations, and new business. Manage Skillshot's website, social media, and press outreach. Oversee the company's content and video marketing strategies.

- Senior Esports Community Specialist**  
Jul 2018 – Dec 2018 · 6 mos



### Founder & Creative Lead

Renaissance Lion, LLC · Freelance  
Apr 2015 – Present · 5 yrs 4 mos  
Greater Atlanta Area

RenaissanceLion, LLC, provides attention-grabbing strategies and marketing/communications

collateral for small businesses, independent game developers, nonprofit organizations, solo entrepreneurs, writers and students.

[...see mor](#)



### Marketing Specialist

Novy Unlimited · Contract

Nov 2017 – Jul 2018 · 9 mos

Responsible for social media planning for several video games on the market and Novy Unlimited's corporate accounts. Duties include research, copywriting and asset planning for Facebook, Twitter, Instagram, LinkedIn and Google Plus.

[...see mor](#)



### Launch Media Network

2 yrs 3 mos



#### Communications Manager & JTP Coordinator

Nov 2016 – Feb 2018 · 1 yr 4 mos

Greater Atlanta Area

Communications lead for Launch Media Network and its businesses GameSkinny, Gamer Launch and PubWise, including: copywriting for websites, blogs, guest posts and promotional collateral, proofreading, social media management, events, marketing, communications plans and advertising.

[...see mor](#)



#### Social Media Manager

Dec 2015 – Nov 2016 · 1 yr

Monitored more than 10 social media accounts simultaneously for growth, performance and engagement. Adjusted strategy based on data analytics.

Organized events to establish community ties and build company awareness, such as [...see mor](#)



### Certified Peer Tutor

Savannah College of Art and Design

Jan 2015 – Aug 2016 · 1 yr 8 mos

Atlanta, Georgia

Tutored undergraduate and graduate students in writing, English composition, art history, art criticism, ESL: writing and ESL: speaking.

[Show 5 more experiences](#)

## Education



**Cornell University**



Certificate, Women's Entrepreneurship  
2019 – 2020

SCAD

Savannah College of Art and Design  
Master of Fine Arts (MFA), Writing, General



Hampton University  
BA, Journalism

Show 1 more education 

## Volunteer Experience



Camp Counselor  
Camp Twin Lakes  
Oct 2013 • 1 mo  
Children

I volunteer with Camp-To-Go, Camp Twin Lakes' hospital-based mobile camp program. We visit children's hospitals throughout Georgia and bring camp to the kids! Over the summer, I also volunteer as a cabin counselor for week-long, overnight camps serving children with serious illnesses, disabilities and other life challenges.

## Skills & Endorsements

Editing · 45



Endorsed by **Wayne Dawkins and 3 others** who are highly skilled at this

SCAD

Endorsed by **3 of Kathryn's colleagues** at Savannah College of Art and Design

Social Media · 33



Endorsed by **Owen Dacary/Dockery.**, who is highly skilled at this

LAUNCH

Endorsed by **3 of Kathryn's colleagues** at Launch Media Network

Creative Writing · 29

Endorsed by **Catherine Ramsdell**, who is highly skilled at this

LAUNCH

Endorsed by **2 of Kathryn's colleagues** at Launch Media Network

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