

# Rhett Ahlander



## Work Experience

### **MARKETING MANAGER | ZIGGURAT INTERACTIVE**

July 2022 - Present

- Supervise Art Director, Designers and Community Manager
- Manage three (3) to four (4) game-related marketing campaigns on a daily basis
- Develop, implement and manage marketing plans and workflows for video games
- Collaborate with game developers, business development, media and communities

### **SENIOR CAMPAIGN MANAGER | BRANDED ENTERTAINMENT**

August 2019 - May 2022

- Supervised and trained four (4) employees
- Handled marketing budgets of \$500,000 per month
- Managed eight (8) to nine (9) campaigns on a daily basis
- Created nearly one hundred lists of content creators for marketing campaigns
- Negotiated contracts with content creators and communicated directly with clients
- Clients: Electronic Arts, Ubisoft, Tencent, Marvel, Discord, Square Enix, Capcom, Western Digital, Bumble, Tagged, WarpSound, Stereo, Tripwire, Mihoyo and Supercell

### **COPYWRITER | OGILVY CHICAGO**

July 2018 - August 2019

- Developed concepts and assets for brands with art directors
- Collaborated with creative directors, strategists and account managers
- Presented work to clients on a weekly basis
- Clients: Tyson Chicken, True Chews, Nudges, Kiwi, Glade, Pledge, Scrubbing Bubbles, Duck, Caldrea, Mrs. Meyer's, Sheboygan Food Bank

### **CREATIVE PROJECT MANAGER | UTAH VALLEY UNIVERSITY**

Jan 2014 - Sept 2015

- Developed strategy and selected marketing team for mentor department
- Increased event attendance by 80% through targeted ad campaigns and social
- Led design and development for department website
- Programs used: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Audition and Premier), Basecamp, HTML, CSS and WordPress



## Education

### **DEPAUL UNIVERSITY**

M.A., Public Relations & Advertising  
Class of 2018

### **UTAH VALLEY UNIVERSITY**

B.S., Communication  
Class of 2016