

Natalie Rodriguez

Community Manager

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- Strategic Community Manager with 4+ years of experience building and nurturing digital communities across Discord, Slack, and social media platforms for B2B SaaS and gaming companies
- Proven track record of growing communities from startup phase to 25K+ engaged members while maintaining 92% positive sentiment during crisis situations
- Expert in translating community feedback into actionable product insights, resulting in 15+ feature implementations and 40% improvement in user retention rates

WORK EXPERIENCE

CloudSync Technologies

March 2022 - Present

Senior Community Manager

- Grew multi-platform developer community from 3K to 25K members across Discord, Slack, and LinkedIn, achieving 45% month-over-month engagement growth
- Launched weekly "Code & Coffee" Discord events averaging 400+ live participants, generating 25+ qualified leads per session and \$150K in attributed pipeline
- Developed crisis communication framework during 18-hour service outage, maintaining 89% positive sentiment through transparent updates and proactive community engagement
- Created Community Champions program with 50+ volunteer moderators, reducing response time from 6 hours to 45 minutes while scaling support coverage to 24/7
- Collaborated with product team to implement community-driven feature requests, resulting in 35% increase in daily active users and 4.8/5 community satisfaction score

GameForge Studios

June 2020 - February 2022

Community Manager

- Managed gaming community of 15K+ members across Discord, Reddit, and Twitch, achieving 78% retention rate and 3.2M monthly community interactions
- Orchestrated product launch campaigns that drove 500K+ social impressions and 12% conversion rate from community to paid users
- Implemented community guidelines and moderation protocols, reducing toxic behavior incidents by 85% while maintaining inclusive environment for diverse player base
- Hosted bi-weekly developer AMAs and community tournaments, resulting in 95% event satisfaction scores and 200+ user-generated content pieces monthly
- Transformed player feedback into 8 major game updates, directly contributing to 25% increase in player retention and \$2M additional revenue

TechStart Marketing Agency

August 2019 - May 2020

Social Media Community Specialist

- Managed social media communities for 6 B2B clients, growing combined follower base from 12K to 45K with 28% average engagement rate
- Created content calendar and engagement strategies that increased client social media ROI by 150% and generated 300+ qualified leads quarterly
- Developed cross-platform crisis management protocols, successfully navigating 3 major client PR situations with minimal brand impact

- Trained junior team members on community management best practices and platform-specific engagement strategies

SKILLS

Technical Skills

- Community Platforms: Discord, Slack, Circle, Discourse, Reddit, Facebook Groups
- Social Media Management: Hootsuite, Sprout Social, Buffer, Later
- Analytics & Reporting: Google Analytics, Sprinklr, Brandwatch, native platform analytics
- Content Creation: Canva, Adobe Creative Suite, Figma, Loom
- Project Management: Asana, Notion, Trello, Monday.com
- Emerging Technologies: Web3 community tools, AI content assistance (ChatGPT, Jasper)

Community Management Expertise

- Cross-cultural communication (managed global communities across 12 time zones)
- De-escalation and conflict mediation
- Content moderation and community guidelines enforcement
- Event planning and virtual community programming
- Data-driven decision making and community analytics
- Community advocacy and feedback synthesis
- Influencer and partnership relationship management
- Crisis communication and reputation management

EDUCATION

University of Texas at Austin

2019

Bachelor of Arts in Communications

- Relevant Coursework: Digital Media Strategy, Group Communication, Consumer Psychology, Crisis Communication
- Capstone Project: "Building Trust in Online Gaming Communities: A Case Study of Toxicity Reduction Strategies"
- Founded and managed University Gaming Society Discord server (1,200+ members) and organized 15+ campus gaming events

CERTIFICATIONS

Facebook Certified Community Manager

2023

Facebook

Hootsuite Social Media Marketing Certification

2023

Hootsuite

Google Analytics Individual Qualification

2022

Google

HubSpot Content Marketing Certification

2022

HubSpot

Discord Community Management Certification

2021

Discord

HONORS

Community Excellence Award

2023

Social Media Week Austin

Recognized for building most engaged B2B developer community in the SaaS category (25,000+ members)

Employee of the Quarter (Q3 2022)

2022

CloudSync Technologies

Awarded for managing company crisis response during major service outage, maintaining 89% positive community sentiment

Rising Star Award

2021

Community Manager Collective Conference

Selected from 500+ community professionals for innovative approach to gaming community engagement

"40 Under 40" Community Leaders

2023

Austin Business Journal

PUBLICATIONS

"From Discord to Revenue: Building Developer Communities That Drive Business Growth"

September 2023

CMX Hub

3,200+ shares

"Managing Mental Health Conversations in Gaming Communities"

June 2023

Community Manager Collective Blog

"The Remote Community Playbook: Engaging Global Audiences Across Time Zones"

March 2023

LinkedIn Newsletter

12,000+ subscribers

Keynote Speaker: "Crisis Communication in Digital Communities"

2023

Austin Digital Marketing Summit

Podcast Guest: "The Future of B2B Communities"

Community Conversations Podcast

Episode 127

PROFESSIONAL DEVELOPMENT

Community Leadership Summit

2023

San Francisco

Advanced Crisis Communication Workshop

2022

Remote

Web3 Community Building Bootcamp

2022

Austin

Diversity & Inclusion in Online Communities Certificate

2021

Coursera