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Community Ambassador Portfolio: <https://pkmntrainerj.com/>

## Community Ambassador with Business Analyst skills

### Profile

Community Ambassador & Community Manager for over 7 years with Business Analyst skills specializing in finance and risk; capable of gathering, organizing and presenting data to senior leadership for viability of projects & to show growth; able to identify issues with products and services and present various workable solutions. Keen interest in managing video gaming communities, which I have been doing for 6+ years. Vast experience across customer service in face-to-face, phone and virtual capacity for a range of customer & client types. I have worked in finance for nearly 10 years, and alongside my Community Ambassador roles, I have been able to create & maintain valued relationships with companies such as Nintendo, Niantic, Adobe, Thomson Reuters and Jam City.

### Community Ambassadorship (Volunteer)

I have worked as/currently work for Community Ambassador for



As part of this, I moderate and run:

- [r/FuturamaWOTgame](#) (7,000 members) and it's associated Discord
- [r/riseofberk](#) (6,000 members) and the associated Discord
- [r/familyguthegame](#) (5,000 members)

I am also active in a number of various social media spaces to be close to the playerbase of these titles. This volunteer work includes regular meetings with staff and development teams working on these games, beta testing, providing community feedback and sentiment & discussing any critical player issues. These typically form part of weekly/monthly calls via Discord/Zoom. I have also worked with colleagues to organise UK tournaments under this role.

### Hard Skills

Customer Engagement	Data Analysis & Presentation
Risk Management	Microsoft Office Expertise
Community Management across various platforms	
Understanding Business Data	Customer/Client Management

### Key Achievements

- Following doing a Game Industry Skills course with Game Academy, I took on a freelance role with them acting as a Community Manager.
- Arranged a series of interviews as part of my Community Ambassador work, requiring research & locating contact details for persons in a new industry. Examples include Michael Rosenblum (a voice actor for Final Fantasy XV and actor), Will White (an animator on The Great North) and Patric M Verrone (a writer for Futurama & The Simpsons).

- Lead initiatives and teams for brand new Digital Products across the finance network at HSBC, including making processes, procedures and commentary for videos used bank wide to show teams how to use tools
- Created documentation for a new Digital Service at HSBC, writing all the information following research, which is now available in leaflets & workbooks globally across HSBC

### **Job History - September 2013 - Present**

*I have worked for HSBC since 2013, but have been in employment since 2003. Below is a summary of the most valuable roles to the business I have been in. Further details can be found on my LinkedIn along with my qualifications.*

#### **Community Manager – Game Skills Industry Bootcamp - Ascento**

- Worked as part of a team alongside the Project Lead, Onboarding Specialist and Program Lead to build and manage the community of those attending the Games Industry Skills Bootcamp by Game Academy.
- This included working with and managing students including many who are neurodiverse, leading to altering courses and learning to assist with this.
- In addition, I engaged with users who missed sessions, building rapport with users by running gameplay sessions & discussions.

#### **Business Analyst – Global Digital Products**

- Created, gathered data for and presented monthly decks to the internal senior leadership team around product growth for month/year, including any issues and resolutions.
- Created and presented plans to third-party stakeholders such as Adobe, Equifax and Confirmation.com detailing the services HSBC expected from them during contract negotiations.
- Managed the third-party tools we had from Equifax, Adobe & Confirmation.com including learning the tools, training teams and being the main support contact for these across the global bank.

#### **Digital ID&VA – Team Manager**

- Arranged calls with the Digital Product Owner, as well as the third-party stakeholder, Jumio, to discuss how the process would work in this brand new product and team. Followed up with weekly training sessions to the new team.
- Created presentations, guides and training packs for the Digital Business Onboarding & Business Telephone Banking teams to ensure they had relevant information to relay to customers.

#### **Social Media Associate - @HSBCUKBusiness**

- Managed the customer service of the @HSBCUKBusiness handle which had over 35k followers, answering customer queries related to Business Banking
- Constructed a tone of voice & etiquette guides, obtaining sign off following presentation to the Social Media Management team
- Worked with high-value clients with considerable social media reach including several BBC news reporters and staff.
- Ensured lines of communication were open between myself and other teams about maintenance and expected issues so this could be tweeted out.

### **Hobbies**

I run a regular game of Dungeons & Dragons with friends, as well as hosting many board game evenings. I regularly play video games, and update what I am playing here. I also launched a podcast about a game I enjoy, called [Ingress Insights](#).

### **References**

References are available upon request from my current manager(s). I am also able to provide references from Jam City, Ludia and Niantic developers/community teams concerning my Community Ambassador work.