

PORTFOLIO · July 2026

LAUREN CLARE

EST.
2019

MARKETING & COMMUNITY STRATEGIST — GAMES, FILM & CREATIVE BRANDS

PAX EAST 2022 SPEAKER

6,078-MEMBER COMMUNITY GROWN

500+ CREATORS REACHED · ONE
CAMPAIGN

7 YEARS

Star Trucker · Decode Me · Just Crow Things · Grey Wake · Monster Train 2 · Lil' Guardsman · Knights in Tight Spaces

REMOTE WORLDWIDE · ohhello@inkyinsights.co.uk

WHAT I BRING TO THE TABLE

MORE THAN JUST A CONTENT CALENDAR

I work with indie and AA studios, publishers, and creative brands to build campaigns that turn curiosity into wishlists, players, and communities that stick around long after launch.

For me, it is never just about scheduling posts and throwing content into the social media void. Before anything goes live, I ask one simple question: why should anyone care? From there, I build the launch moments, community spaces, messaging, and short-form content that give people a reason to pay attention and stick around.

I have seven years of experience across games marketing, community management, short-form content, voice acting, playtest management, PR outreach, and creator relations. Whether you are building hype before launch, keeping players engaged afterwards, or starting your social presence from scratch, I can step in and help shape the strategy.

PRE-LAUNCH & CAMPAIGNS

SHORT-FORM & SOCIAL GROWTH

COMMUNITY & RETENTION

VOICE, CAPTURE & ASSETS

1.85M+

IMPRESSIONS / 6 MO.

7,000

STEAM WISHLISTS

6,078

GAME JOLT MEMBERS

500+

500+ CREATOR APPLICATIONS
MANAGED

7

IN THE GAMES INDUSTRY

CREDITS THAT SPEAK FOR THEMSELVES

12 VERIFIED GAME CREDITS
MobyGames profile



Space Boat
Social, Community & Discord
Recombobulator Games

Cosmo's Quickstop
Community & Activations
Big Sir Games

Grey Wake
Reddit, Twitter & Kickstarter
Second Fiddle Studio

Just Crow Things
PR & Influencer Outreach
Unbound Creations

Raygun Gadabout
Marketing & Content
Quantum Duck Studio Ltd.

Star Trucker
Community & Content
Raw Fury

Monster Train 2
Content Lead
Big Fan Games

Knights in Tight Spaces
Community, Content & X/Twitter
Raw Fury

Broken Roads
Community & Content
Versus Evil

Lil' Guardsman
Marketing & Content
Versus Evil

Moroi
Content Lead
Big Fan Games

Eville
Community, Live Service Support & Content
Versus Evil

PICOCAD
Marketing & Content
Apskeppet

Froggy Hates Snow
Content
Digital Bandidos

Decode Me
Social Media Manager & Content
Award-winning indie film

Trackastrophe!
Marketing & Content
Black Smoke Studios

CASE STUDY

STAR TRUCKER

RAW FURY · XBOX SOCIAL CLUB OWNERSHIP · RESULTS FROM JUN–NOV 2025

1,850,175

IMPRESSIONS

4,137

ENGAGEMENTS

2,992

LIKES

1,371

COMMENTS



WHAT I OWNED

- Full Xbox Social Club management, including content, cadence and tone
- Three original short-form posts per week
- Patch notes and update messaging aligned with development milestones
- Cross-platform consistency across Xbox, TikTok and Discord
- Monthly performance tracking and trend analysis
- Steam community sentiment, player feedback and response reporting
- Promotional video assets for sales and events

THE STRATEGIC READ

Xbox doesn't let admins reply to comments inside a Social Club, so I built the strategy around that constraint instead of fighting it: tight, relevance-first posting timed to land exactly when players were already looking. The result held more than 4,100 engagements despite a platform limit on how deep any post can go.

READING THE DATA, NOT JUST REPORTING IT

FOUR MOMENTS THAT SHAPED THE SIX-MONTH RESULTS

JUN

Major feature update

Photo mode, free play and a major balance pass drove 251K impressions, with 59% of the audience coming from the US.

JUL

Dev Q&A month

770 likes and 932 engagements. Direct access to the development team consistently outperformed standard updates.

AUG

Lightest update cycle, highest engagement-per-post

A quieter content month still generated 1,049 engagements, showing that relevance outperformed volume.

SEP

Community sit-down event

A LEGO-focused community conversation with Jürgen Wittner generated 410K impressions, the highest-performing moment of the reporting period.

The Challenge

Xbox Social Clubs do not allow admins to reply directly to comments, removing the usual back-and-forth that helps deepen community relationships. Instead of fighting that limitation, I built a relevance-first strategy around concise posts timed to land when players were already paying attention.

The channel reached console players who were not necessarily active elsewhere and generated more than 4,100 engagements during the six-month reporting period. The monthly data also showed that direct developer access, community-led moments and well-timed updates consistently outperformed content volume alone.

BUILDING FROM ZERO, KEEPING PIPELINES MOVING

KNIGHTS IN TIGHT SPACES

Raw Fury · TikTok from zero, built ahead of launch

- Built and managed the TikTok channel from a cold start
- Managed the game's X/Twitter presence across the pre- and post-launch period
- Tested hooks, formats and posting cadence weekly
- Ran daily community engagement to seed organic discovery
- Coordinated beta testing alongside content production
- Creator outreach aligned with key campaign beats

OUTCOME

Grew TikTok and X from a small starting audience into an active daily community ahead of a competitive launch window.



BIG FAN GAMES

Content Producer — Monster Train 2 & Moroi

- Coordinated timelines with third-party developers and external teams on trailers
- Contributed to trailer briefs and held the line on creative alignment
- Produced Steam sale and platform promotion assets on a recurring schedule
- Kept multi-title marketing beats on time and on brand across a busy slate

OUTCOME

Kept trailers, sale assets and platform campaigns moving across three titles simultaneously, without losing consistency or deadlines.



TIKTOK GROWTH, FROM SCRATCH TO MOMENTUM

THREE STUDIOS, THREE STARTING POINTS — ONE REPEATABLE ORGANIC-GROWTH APPROACH

@apskeppet

Apskeppet

OBJECTIVE

Increase Steam wishlists through organic TikTok growth.

WHAT I DID

Content direction, hook testing, and posting strategy.

OUTCOME

Supported growth to approximately 7,000 Steam wishlists through organic short-form content.

@bssgameshq

Black Smoke Studios

OBJECTIVE

Support launch momentum and build a cozy long-term audience.

WHAT I DID

Consistent short-form content aligned to marketing beats.

OUTCOME

Established a consistent short-form presence that maintained engagement and supported visibility around launch beats.

@recombobulatorgames

Recombobulator Games

OBJECTIVE

Build studio socials from zero.

WHAT I DID

Defined tone, visual identity, and posting rhythm; ran daily engagement.

OUTCOME

From no presence to an active community — full case study ahead.

CASE STUDY

SPACE BOAT

RECOMBOBULATOR GAMES · MONTREAL — TIKTOK, X/TWITTER (@RECOMBOBULATORG) AND DISCORD, BUILT FROM ZERO

TIKTOK

Built @recombobulatorgames from zero. Content direction, hook testing and posting cadence grew the channel to 8,200+ followers and 469K+ likes.

X / TWITTER

Grew @RecombobulatorG from scratch — launch news, dev updates and Kickstarter push, consistent with the TikTok voice.

DISCORD

Set up and ran the community Discord — onboarding, channels and daily engagement, feeding player suggestions back into dev.

Three platforms, one consistent voice, all built from absolute zero ahead of a competitive launch window.



COSMO'S QUICKSTOP

BIG SIR GAMES · CHICAGO — THE FULL ACTIVATION SLATE, DEMO DROP THROUGH LAUNCH



COMMUNITY & DISCORD

Day-to-day presence in the official Discord — engagement, tone, and surfacing player feedback.

CONTENT & COPY

Tweets, newsletters and Instagram content on a consistent cadence across the campaign.

Live Streams

Live stream production and early access previews building up to the launch.

LAUNCH & DEMO SUPPORT

Content support around the free demo release and full Steam launch, timed to dev milestones.

STREAMING PROGRAMMING

Promoted the studio's dev-stream schedule to keep momentum between launch beats.

NEW GROUND, SAME PLAYBOOK

SECOND FIDDLE STUDIO

Grey Wake

A narrative exploration game, funded on Kickstarter: €9,184 pledged of a €6,194 goal, 225 backers.

- Grew @secondfiddledev on X/Twitter & YouTube from a small following
- Owned Reddit community presence and engagement building up to Kickstarter.
- Kept community tone consistent with the game's atmospheric, narrative identity

Reddit + Twitter, built and grown in parallel with a funded Kickstarter.

UNBOUND CREATIONS

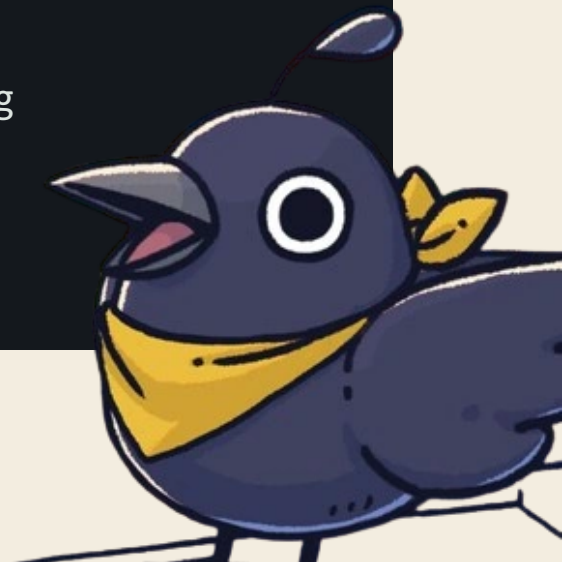
Just Crow Things

PR & influencer campaign support.

500

APPLICANTS TO ONE INFLUENCER OUTREACH CALL

- Ran a content creator / influencer outreach call for the game
- Managed the volume of interest through to selection and briefing



CREATIVE & TECHNICAL TOOLKIT

PLATFORM CAMPAIGN ASSETS — GIVEAWAYS, SOCIAL GRAPHICS, LAUNCH VISUALS & PROMOTIONAL CREATIVES

CAMPAIGN & COMMUNITY

Channel strategy · Short-form channel growth from zero · Community moderation & engagement

DESIGN & ASSET CREATION

Adobe Photoshop, Canva, Procreate · Campaign banners & promotional graphics · Store-page & platform visuals

EDITING & VIDEO PRODUCTION

DaVinci Resolve, CapCut, Reaper, Audacity · Short-form editing & in-game capture · Trailers, dev diaries, social cuts

PRODUCTION & COORDINATION

Trailer brief writing · External team liaison · Timeline & deliverable management · Storyboard to finished product

MORE THAN ONE STRING TO THE BOW

VOICE ACTOR

11 YEARS

Game, film, and podcast VO. Credits include Among Ashes (Amy) and Astor: Blade of the Monolith (Narrator).

PHOTOGRAPHER

11 YEARS

Brand, lifestyle, and promotional photography supporting campaign asset libraries end to end.

CONTENT CREATOR

13 YEARS

Twitch streaming, UGC, and short-form across personal and client brands — built before 'content creator' was a job title.

BEYOND GAMES

The same launch-beats-and-community thinking, applied to short film and brands

"Lauren is an incredibly strategic and creative thinker. I recently worked with her across multiple game launches and was very impressed with her ability to translate boring marketing jargon into more appetizing short form content. She excels at finding a brand's authentic voice and her passion for gaming is absolutely unparalleled"

— Dave Hulegaard, Marketing Manager, Big Fan Games



COMMUNITY BUILDING IS A PRACTICE, NOT A TASK

PAX EAST 2022 SPEAKER

“The Survivor's Guide to Building a Community”

- Pitched and had the proposal accepted for an independent digital panel
- Invited a fellow community lead to co-speak, broadening the panel's perspective
- Covered cross-platform community strategy: Twitter, YouTube, TikTok, Twitch, Discord

Community building isn't a deliverable I tick off. It's a long-term practice I bring to every club, channel and Discord I run.

INDEPENDENT COMMUNITY PROJECT — GAME JOLT

Founded and grew an indie-game community on Game Jolt with no brief and no client — just a genuine interest in what makes a community stick.

6,078

MEMBERS TODAY

gamejolt.com/c/indiegame-97vatn

One active indie game community, sustained entirely on personal initiative — the same instinct studios hire me to bring to theirs.



LC

LET'S BUILD THE NEXT LAUNCH

Available for freelance contracts, short-term campaigns, and ongoing community support.

LAUREN CLARE

Founder, Inky Insights — Freelance Marketing & Community Strategist

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UK BASED REMOTE WORLDWIDE