



LAUREN CLARE

MARKETING STRATEGIST & END-TO-END CREATIVE PRODUCER

STRATEGY • PRODUCTION • COMMUNITY • DESIGN

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PROFILE

Most marketing hires can run a campaign, manage a community, or produce video, rarely all three. I do all three, plus voice-over, brand identity, and website design, which means a studio gets one hire instead of four freelancers and a project manager to coordinate them.

Founder of Inky Insights, a marketing and creative consultancy serving indie and AA games studios, publishers, and consumer brands. I take projects from concept to delivery: I write the strategy, build the community, shoot and edit the trailer, voice it if needed, and design the brand and website around it. Track record includes 1.85M+ campaign impressions in a single six-month window, organic TikTok growth that converted directly into Steam wishlists, and brand and web design work for an active games-industry consultancy.

STRATEGY

Marketing strategy, go-to-market planning, campaign execution, analytics

COMMUNITY

Community management, moderation, influencer & creator outreach

PRODUCTION

Trailer writing & editing, voice-over, storyboarding, gameplay capture

DESIGN

Brand identity, website design, social and store-page visuals

EXPERIENCE

Founder, Marketing & Creative Strategist

Inky Insights 03/2024 – Present • Remote

Built and run a marketing and creative consultancy serving indie and AA games studios, publishers, and consumer brands, operating as a one-person strategy, production, and community team across multiple concurrent clients.

- **Owned the Star Trucker (Raw Fury) Xbox Social Club for one year**, taking full ownership of platform-native communication and engagement strategy and delivering 1.85M+ impressions and 4,137 engagements in six months.
- **Launched the Knights in Tight Spaces (Raw Fury) TikTok channel** from zero, engineering the hook, format, and posting cadence that built a daily-active audience ahead of a competitive launch window.
- **Run social growth** for the short film Decode Me, including diagnosing and resolving a platform shadowban, rebuilding caption strategy, and reporting results directly to the production team.
- **Set marketing strategy and brand direction** for studios including Apskeppet and

CAREER HIGHLIGHTS

Delivered 1.85M+ impressions in a single six-month platform window, owning the strategy end to end.

Converted organic TikTok growth into 7,000 Steam wishlists for a single title.

Built an indie game community from zero past 6,000 members on personal initiative, no client brief.

Took a marketing trailer solo from concept and script through storyboard, voice-over, and final edit.

Designed and built a full brand identity and website for a live games-industry consultancy.

Credited on a Disney-published title (Disney Tron: Catalyst) among 10+ shipped games.

CORE SKILLS

- Marketing Strategy & Go-to-Market Planning
- Campaign Execution & Reporting
- Trailer Writing, Editing & Voice-Over
- Gameplay Capture & Storyboarding
- Community Management & Moderation
- Influencer & Creator Outreach
- Brand Identity & Website Design
- Brand Messaging & Copywriting
- Analytics & Player Feedback

TOOLS

- DaVinci Resolve, CapCut, Reaper, Audacity
- Adobe Photoshop, Canva, Procreate

Black Smoke Studios, and led PR and streamer outreach for Just Crow Things.

Trailer Production (Concept to Final Cut)

Sunset Suckerpunch (Virtual Unreality Inc.) *Freelance · Remote*

- Took a marketing trailer from blank page to finished asset solo: wrote the concept, storyboarded every shot, performed the voice-over, and edited the final cut, the full production pipeline a studio would normally split across three or four specialists.

Brand Identity & Website Design

Brother8 *Freelance · Remote*

- Designed the brand identity and built the website for Brother8, a games-industry consultancy advising studios on store optimisation, distribution, and marketing strategy, taking the brand from concept to a live, client-facing site.

Content Producer

Big Fan Games *Freelance · Remote*

- **Delivered ongoing marketing content for Monster Train 2 and Moroi** on a recurring schedule, coordinating directly with third-party developers to keep trailer briefs, in-game assets, and Steam sale campaigns on time across two simultaneous titles.

Marketing Lead

XP Brew (Drinks Brand) *02/2024 – 06/2025 · Remote*

- Owned brand direction, social strategy, and content production end to end for a consumer drinks brand, proving the same strategy-to-execution model outside games: built the creator outreach pipeline and a marketing identity consistent across every platform.

Marketing & Community

Versus Evil *2022 – 2023 · Remote*

- Produced in-game and visual marketing assets including gameplay capture for trailers, ran daily TikTok content and creator outreach, wrote trailer scripts for Monolith, and represented Versus Evil at WASD.

Marketing Manager

Recombobulator Games *2021 – 2022 · Remote*

- Owned marketing and community strategy from pre-launch through a successful Kickstarter, running influencer outreach and press relations that built early momentum; produced all video marketing assets and represented the studio at EGX and Develop:Brighton.

Community Manager

Big Sir Games *2019 – 2021 · Remote*

- Built a community from zero across Discord, Twitter, TikTok, and Steam for Cosmo's Quick Stop, producing weekly video content through to release.
- **Voice Actor (Self-Employed, Remote):** Among Ashes (Amy), Astor: Blade of the Monolith (Narrator), Dark Dice podcast, GG (Olivia), and branded VO for Rituals Cosmetics, since 2016.

EDUCATION

BSc (Hons) Biosciences

Canterbury Christ Church University *2012 – 2015*

- Confluence, Trello, Hootsuite, Mailchimp
- Notion, Slack, Jira

GAMES I'VE SUPPORTED

Disney Tron: Catalyst

Big Fan Games

Star Trucker

Raw Fury

Knights in Tight Spaces

Raw Fury

Monster Train 2

Big Fan Games

Sunset Suckerpunch

Virtual Unreality Inc.

Lil' Guardsman

Versus Evil

Broken Roads

Versus Evil

Desert Race Adventures

Black Smoke Studios

Just Crow Things

Unbound Creations

LANGUAGES

English: Native

INTERESTS

Painting, Photography, Filmmaking