

Jason Freidenfelds

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WORK EXPERIENCE

Ziff Davis Game Group
PR Manager

San Francisco, CA 2004 – present

Media Relations:

- Devise and execute overall PR strategy for twelve Game Group properties.
- Develop angles, pitch stories and press releases, and arrange media appearances with print, online, TV, radio, trades, and other media contacts.
- Have garnered hundreds of media hits in major outlets from the *New York Times* to CNN to *Ad Age* to Gamasutra (a key industry newsblog / podcast), increasingly about the Game Group.
- Have shifted perception of company from “magazine publisher” to “integrated media network.”

Communications:

- Track PR results and report weekly to senior management.
- Ghost-write letters for President to send to employees and clients.
- Noted in industry for providing engaging updates on the Game Group.

Partnerships, Event Marketing, and Syndication:

- Speak and moderate at industry events such as Digital Hollywood.
- Secure speaking engagements for senior management.
- Supervise marketing team at events including Machinima Film Festival and Penny Arcade Expo.
- Initiate and manage sponsorships, e.g. for 8-year-old pro gamer LiL Poison.
- Recruit volunteer “1UP Street Team” for events, media opps, and plugs on other websites.
- Build recurring media placements into syndication partnerships.

Marketing Coordinator

Product and Event Marketing:

- Helped produce events including E3 presence and executive Electronic Gaming Summit.
- Developed print and online collateral to position properties against competitors' offerings.

Market Research:

- Developed 1UP.com usability tests and analyze user behavior and preferences.
- Designed and ran studies to determine gaming habits and purchase intent.
- Analyzed market trends and developed sales presentations for management.

Greenough Communications
PR Specialist

San Francisco, CA 2003 – 2004

- Pitched stories by phone to national print, online, radio, and TV journalists.
- Traveled with clients to present to press and business prospects.
- Reported to each client on market trends and competitor activities.
- Developed messaging for clients and wrote press releases.

The Eon Company
Technical Designer

New York, NY 2000 – 2002

Front-end Web App Development:

- Coded “efficient and elegant” JavaScript, DHTML, and CSS components that “not only solved immediate solutions but also allowed for further development with little re-design,” and “have helped the company meet deadlines and retain clients time and time again”.

Project Management:

- Project-managed, designed, launched, and maintained company intranet.
- Coordinated design and technical teams across Stockholm and New York offices.

EDUCATION

Harvard University	Cambridge, MA	2000
Neuroscience program focusing on cognition and subconscious visual processing.		
Published <i>Monet's Paradox</i> , selected out of 1,650 Harvard essays that year.		
Awarded Harvard College Scholarship, Abramson Fellowship, and Quincy House Scroll.		
Neurobiology research , Marine Biological Laboratory	Woods Hole, MA	1998
Tested neural computational model of horseshoe crab visual system.		
Published microphotograph of <i>Limulus</i> embryo in <i>Biological Bulletin</i> 195(3); won MBL First Prize.		

SKILLS AND LEADERSHIP

- Plays New Orleans-style trombone in two bands for paid gigs in San Francisco.
- Co-founded Harvard Juggling Club; launched 1000-Ball Juggle; gave university President lessons.
- Acted as *Tevye* in "Fiddler on the Roof" and other lead roles.
- Delivered hometown's Memorial Day keynote speech.

Computer skills:

- DHTML, JavaScript, CSS, Photoshop, Soundforge, and some Flash, PHP, and MySQL
- See website <http://www.freidenfelds.com/> as sample of UI development skills.