

NICKOLAS GASPARYAN

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SUMMARY

Brand and partnerships marketing professional with over 6 years building integrated campaigns and creator programming that drive cultural relevance and measurable business outcomes across gaming, sports, entertainment, and lifestyle. Operates at the intersection of brand, marketing, cross-functional execution, and strategy, with a track record of platform-level growth, major franchise launches, and award-winning creative programs. Known for identifying opportunities beyond role scope and building programs from the ground up. Lives in the culture I market, earning brands a place in the moments that matter.

AWARDS

- Winner in "Other Platform Presence" category at the 16th Annual Shorty Awards (2023)
- Runner up in "Best In-Game Advertising Strategy" category at the 2024 Digiday Awards
- Shortlisted for "Best Use of Gaming" category at the 2024 Festival of Media Awards
- Winner in "Best Metaverse Marketing Campaign" category at the 2022 Digiday Awards
- Silver in "Sports, Media & Entertainment" category at the 2022 ARF David Ogilvy Awards
- Bronze in "Best Use of Media" category at the 2022 Media Innovation Awards

EXPERIENCE

ELECTRONIC ARTS

Brand Marketing & Activations, Strategic Growth Brand (EA Play)

November 2024 – Present

- Architect and champion brand marketing strategies for a live-service subscription product, partnering with senior leadership to drive measurable acquisition, engagement, and retention across the franchise and IP portfolio
- Lead a storefront and platform overhaul focused on discoverability and marketing visibility, rebuilding structure, merchandising logic, and campaign surfacing to drive substantial lifts in traffic, net-new subscribers, and YoY growth
- Lead launch programming for a flagship AAA franchise title, coordinating announce through post-launch across owned channels, partner platforms, and commercial offers, and contributing to record membership performance
- Own marketing programming across major franchises spanning shooters, racing, sports, and lifestyle titles, leading 19+ campaign beats including announce, trial, content drops, commercial offers, and monthly member rewards
- Drive cross-functional workstreams with Creative, Social, PR, Production, Commercial, and Legal teams, aligning a 10-person immediate team and 15-20 cross-functional stakeholders during major platform initiatives
- Navigate platform-level disruption from third-party partner pricing shifts, protecting subscription growth through a period of segment-wide contraction
- Deliver data-driven analysis across the company's largest subscription business, translating metrics and player behavior into recommendations that shaped campaigns and contributed to revenue performance ahead of fiscal plan

BENT PIXELS

Integrated Marketing Lead

May 2024 – November 2024

- Develop client strategy as primary liaison between Sales and brands, translating briefs into culturally-resonant integrations built around key moments, generating eight figures in opportunities for premium entertainment channels
- Orchestrate marketing activations and content programs for Fortune 100 brands with top talent, conceptualizing and scoping seven-figure proposals that set company records for scale and creativity while holding to brand requirements
- Lead strategic partnership development in collaboration with Sales leadership, managing 120+ culture-focused proposals and negotiating optimal partnership terms while maintaining exceptional client satisfaction
- Leverage platform expertise and audience insights to incorporate emerging trends into campaign strategies, delivering innovative brand experiences that meet client objectives and drive meaningful audience engagement

ENTHUSIAST GAMING

Senior Influencer Marketing Manager

September 2022 – December 2023

- Direct comprehensive influencer programs for a global Sales team, building first-to-market partnership strategies grounded in audience data and cultural trends that secured eight figures in annual revenue
- Oversee partnerships and lead stakeholder communication across gaming, entertainment, and lifestyle verticals, advising on industry trends, talent feasibility, and program structure while significantly improving deal close rates
- Own global partnership campaign execution as team lead and primary point of contact, coordinating cross-functional teams, tracking deliverables, and maintaining project timelines and budgets while growing year-over-year margin
- Drive performance optimization through data analysis and cultural trend insights, building client reporting frameworks and translating results into recommendations that produced consistent campaign-over-campaign gains

- Mentor a team of 5 marketing professionals with focus on fostering growth across varying seniority levels, scaling the influencer marketing division from 1 to 5 members while maintaining operational excellence

Influencer Marketing Manager

October 2021 – September 2022

- Form and execute performance-focused creator programs optimizing client investment across a multi-million dollar annual budget, leading all talent relationships, setting realistic expectations, and managing cultural trend integration
- Manage 30+ quarterly gaming talent campaigns from strategy through execution, overseeing creative ideation, talent procurement, contract negotiations, content approvals, and timeline adherence while ensuring brand safety protocols
- Pioneer first-to-market gaming advertising initiatives leveraging leading creators to produce authentic content aligned with gaming cultural moments, driving brand awareness and a double-digit increase in direct sales revenue
- Cultivate strategic relationships with gaming content creators and talent representation, identifying partners that align with brand objectives while negotiating competitive rates and maintaining long-term partnership potential
- Serve as embedded influencer marketing advisor to Sales and Account Management teams, shaping pitch strategy, deal structuring, and post-campaign storytelling that informed future wins and strengthened category positioning

ADER GAMING

Talent Manager

March 2021 – October 2021

- Coordinate comprehensive management for 20+ exclusive gaming creators, tracking deliverables and leading high-profile partnership execution, including a successful AAA game launch activation within the first two weeks
- Lead global partnership operations by scouting and securing relevant gaming talent and managing relationships, exclusively onboarding one of the largest cosplay creators in the space while tracking performance across platforms
- Manage campaign deliverables and coordinate approval processes across multiple stakeholders, ensuring talent execute on schedule while maintaining exceptional partner satisfaction during simultaneous activations
- Build creator-brand partnership coordination between clients, partners, and internal teams for high-value deals, tracking project progress and optimizing workflows while preserving long-term relationship quality

THE META

Marketing Associate

May 2020 – March 2021

- Craft strategic brand initiatives positioning a competitive FPS training product as the category leader, leveraging the founder's reputation and credibility within the esports ecosystem to drive a double-digit increase in daily active users
- Launch and manage three major promotional campaigns expanding brand presence within the competitive gaming community, engaging over 1M unique gamers through strategic partnerships and creator activations
- Own high-level KPI tracking evaluating campaign effectiveness within the gaming ecosystem, using data to inform partnership proposals with creators and organizations while maximizing return on marketing investment
- Conduct gaming audience and creator ecosystem analysis across platforms and communities, delivering insight-driven recommendations to executive leadership and identifying emerging cultural opportunities

SPECIAL PROJECTS

ENTHUSIAST GAMING

Strategic Partnerships, NFL Tuesday Night Gaming

July 2022 – December 2023

- Spearhead end-to-end partnership development for the first formal NFL and gaming media collaboration of its kind, shaping program structure from the ground up including competition formats, NIL usage, and brand integrations
- Drive multi-million dollar program execution producing weekly broadcasts, short and long-form content, and live studio productions including full content shoot days featuring hundreds of content creators, celebrities, and athletes
- Lead marquee campaigns including a candy brand's flagship tournament (60M+ impressions, 10M+ live stream views, 900K+ watch hours), a cruise line activation, and a live stadium event hosted by a Grammy-winning artist
- Collaborate cross-functionally to ideate, negotiate, and execute brand integrations connecting athletes, top creators, and broadcast talent, building first-of-its-kind sponsor programs that contributed to significant year-over-year department revenue growth
- Recognized with two Gold awards at the MUSE Creative Awards for the program's original format, broadcast craft, and ability to authentically connect professional sports with gaming in a way that respects the culture

EDUCATION

UNIVERSITY OF CALIFORNIA, IRVINE

Bachelor of Arts in Business Economics

Minors in Management, Innovation & Entrepreneurship