

Morgan Ling

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WORK EXPERIENCE

THIS IS AN OLD RESUME OF MINE THAT YOU CAN USE
AS AN EXAMPLE FOR FORMATTING PURPOSES

Riot Games

Los Angeles, CA

Revenue Strategy Manager – Forge Games & Entertainment

September 2020 - Present

- Owns strategic and product direction pertaining to monetization for all single-player (mobile, PC, and console) games at Riot
- Guides the development of GTM strategies and long-term planning for Forge Games, Music, and Consumer Goods products
- Establishes market sizing and projections of impact for identified opportunities, both on the feature level and the project level
- Identifies, assesses, and escalates strategy, product, and alignment challenges with a consideration of complexity level and risk
- Supported the launch of two game titles by driving alignment around pricing, DLCs, and platform/distribution partnerships
- Oversees new feature roadmaps related to monetization and engagement, conducts playtests with players to test upcoming game and product features, and synthesizes learnings related to the impact of new product features and systems for senior product leads
- Provided guidance (research, evaluation, and recommendation) on several potential product partnerships, driving over \$+60MM in revenue, growing audience reach by nearly 10%, and increasing positive player sentiment towards Riot's brand affinity

Revenue Strategist III – Entertainment

November 2019 - September 2020

- Developed Forge Games' portfolio revenue KPI's, overall pricing strategy, and individual game-title forecasting processes
- Conducted both deep-dive analyses and research studies in order to identify and evaluate new product and player opportunities
- Oversaw the initial setup of telemetry for single-player games, built core reports, and delivered new product post-launch analyses
- Designed and launched product monetization features such as in-game storefronts, cosmetics, and virtual concert digital offerings
- Maintained an understanding of gaming and entertainment trends in order to foster cross-organizational and external partnerships

Mars Inc.

Newark, NJ

Sr. Trade Architecture Analyst – Strategic Revenue Management

June 2018 - October 2019

- Led the development of the 2020 US Trade Architecture Model, which included trade investment guiding principles alignment
- Pioneered the creation and implementation of an iMAP policy in order to protect \$50+MM of our e-commerce business
- Designed and managed the process for proactively dealing with market disruption, avoiding \$10+MM in risk during the holidays
- Delivered insights & recommendations to Sales Leadership that drove trade investment productivity and improved product mix

Category Strategy Analyst – Sales

August 2016 - May 2018

- Spearheaded a strategic shelving initiative that covered 500+ stores, which resulted in share growth at a key customer
- Provided shelving and merchandising recommendations for several accounts, resulting in a customer satisfaction rating of #1
- Engineered interactive dashboards designed to assess and track shopper behavior and category health at key customers

LEADERSHIP & ACTIVITIES

Riot Alliance of Diverse Genders

Active Member

December 2019 - Present

- Organized the "Play League Like a Woman" Experience: a month long event designed to build empathy toward female gamers
- Authored the Women's History Month post on Riotnet & supported the execution of International Women's Day events

Bar Mode LLC

New York City, NY

Co-Founder

March 2015 - December 2016

- Created an e-commerce boutique that focused on selling gender-neutral clothing with original designs inspired by anime shows
- Established a relationship with an overseas supplier for the production and design of the core products (shirts, hats & beanies)
- Managed financial records and oversaw day-to-day business operations relating to the packaging and shipment of goods

EDUCATION

Rutgers University - School of Arts and Sciences

New Brunswick, NJ

B.A in **Economics** and **General Physics**

Minors: Entrepreneurship

SKILLS

Proficiencies: Microsoft Office, Pricing, Forecasting, Market & Audience Sizing, Choice-Based Conjoint Analysis, Maxdiff Analysis, AB Testing, Tableau, SQL, Qualtrics, Sawtooth, QlikView, Nielsen, Salesforce, JDA Software, Sequoya Forecasting