

JESSICA COTTON

Indie Game Marketing Specialist | Community Manager | Content Strategist

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PROFILE

Marketing professional with 3+ years of experience helping brands grow through social media, content, email marketing, and community building. Founder of Market Nut, a marketing service dedicated to indie game developers, and Marketing & Community Manager at Cherry Tree Studios. Passionate about games and the communities that form around them, with hands-on experience creating audience-first campaigns across Steam, TikTok, Instagram, and LinkedIn that help build awareness, grow wish lists, and turn players into engaged fans.

EXPERIENCE

Marketing & Community Manager

May 2026 – Present

Remote

Cherry Tree Studios

- Founding marketing hire for a new indie studio — built the brand and marketing setup from scratch.
- Set up and ran the studio's Discord from day one — channels, onboarding, roles, moderation, the works.
- Lead all marketing for the studio's upcoming game — brand positioning, audience targeting, go-to-market strategy.
- Track Steam best practices and Wishlist optimisation to keep the game competitive ahead of launch.
- Join weekly playtests, giving feedback on player experience and what's actually marketable.
- Share regular trend reports on what's resonating with players, devs, and press.
- Manage community across platforms, keeping the brand voice consistent and building real relationships with players.

Social Media Co-ordinator

June 2026 – Present

Remote

Cosmic Vessel Project

CVP is a Baldur's Gate 3 expansion project introducing a new voiced origin character, fresh class concepts, and new ways to play within the BG3 and D&D universe.

- Managed and coordinated the social media presence across multiple platforms
- Created content calendars and kept messaging across channels.
- Engaged daily with the community and helped grow organic reach

Founder & Freelance Marketing Specialist

2024 – Present

Remote

Market Nut (Self-Employed)

Market Nut is a specialist marketing service built for indie game developers. Every service is designed to simplify marketing so developers can focus on what they do best: making great games.

- Build full marketing strategies for indie game clients — brand, audience, content, and launch planning, all tailored to the game.
- Rework Steam store pages to read better and rank better, driving more wish lists and organic traffic.
- Create social media strategies that feel authentic to each game, not cookie-cutter.
- Plan and run launches start to finish — building buzz early, growing community, then carrying it through launch day and beyond.
- Work as a hands-on strategic partner, not just a contractor — genuinely invested in how clients do.
- Grew Market Nut into a name indie devs trust, known for knowing the industry and being straight with people.

Marketing Executive

2024 – Present

Redditch, WORC

Lifestyle Appliances

- Run B2B marketing and manage trade partner, distributor, and key account relationships.
- Led a full company rebrand in year one — voice, visual identity, colour palette, and brand ethos.
- Grew social following: +27% Instagram, +37% Facebook, +8% LinkedIn over 12 months.
- Ran email campaigns via Mailchimp — 30.6% open rate, 3.7% CTR, +17% subscriber growth.

- Plan and manage trade show presence, from concept through to on-site delivery.
- Create marketing assets (web copy, social content, brochures, blog) using Adobe CC, Canva, and WordPress.
- Analyse campaign data to optimise activity, using CRM and marketing automation tools.

Junior Marketing Executive

November 2022 – July 2024
Redditch, WORC

Lifestyle Appliances

- Supported the planning and execution of multi-channel marketing campaigns, contributing to content creation, market research, and performance analysis.
- Worked closely with senior team members to maintain brand consistency and ensure effective audience engagement across all platforms and materials.

Content Creator — Gaming & Anime

2023 – Present
Remote

Personal Brand (Self-Employed)

- Built a niche audience of 2,000+ followers in gaming and anime through community-first content.
- Generated 900,000+ TikTok likes via trend-driven short-form video, showing strong grasp of platform algorithms.
- Invited to Comic Con and MegaCon as a recognised creator — producing live event content and engaging fans on the ground.
- Built platform-specific content strategies for TikTok and Instagram to grow reach and retention.

KEY ACHIEVEMENTS

900K+	TikTok likes generated through original gaming & anime short-form content
30.6%	Email open rate (Jan 2025–Jan 2026) — significantly above industry average
3.7%	Email click-through rate with 17% subscriber growth over the same period
27%	Instagram follower growth over 12 months through strategic social media execution
37%	Facebook follower growth over 12 months (Jan 2025–Dec 2025)
Full	Company rebrand delivered in year one — brand voice, visual identity, and ethos

SKILLS

Social Media Strategy	Community Management	Steam Page Optimisation	Game Marketing
Content Creation	Short-Form Video (TikTok)	Copywriting & SEO	Email Marketing
Brand Identity	Campaign Management	Market Research	Performance Analytics
Canva / Adobe CC	CapCut / Procreate	Mailchimp / HubSpot	WordPress / Wix
CRM Software	AI Tools (Claude, GPT)	Discord Server Mgmt	B2B Marketing

CERTIFICATIONS & AWARDS

IG50 Winner — Into Games, 2026	Women in Games Ambassador – WIG, 2026
Social Media Certified — HubSpot Academy, 2024	Email Marketing Certified — HubSpot Academy, 2024
Foundations of Digital Marketing — Google, 2024	Influencer Marketing for Beginners — Semrush, 2024

VOLUNTEERING

Women in Games Volunteer	April 2026
Alzheimer's Society Volunteer Cheerer	March 2026
Breast Cancer Now Fundraising Volunteer	September 2023

EDUCATION

A-Levels — Cadbury College, Kings Norton

2022

Travel & Tourism A* • Film Studies C • Law Studies E

GCSEs — Trinity High School, Redditch

2019

9 subjects incl. English Lit B, English Lang B, ICT A*, Art A, Biology B