

Will Moody

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CONTENT & PUBLISHING OPERATIONS | KNOWLEDGE SYSTEMS & CROSS-FUNCTIONAL DELIVERY

Content and publishing operations leader with nine years at Riot Games as the central publishing authority and final sign-off for a global web portfolio across multiple game titles. Kept a deliberately lean operation ahead of rising content volume by building product-team trust and standing up a Lead Coordinator model within existing headcount, so content shipped faster and more accurately with less rework. Architected a knowledge base that became the fourth-most-referenced internal resource company-wide in 2025, and coordinated web and localization delivery across 20+ regional offices. Led and developed the coordinators who kept that pipeline steady through several years of rapid organizational change.

AREAS OF EXPERTISE

Content & Publishing Operations | Editorial & Web Publishing | Content Governance & Standards
Knowledge Management | Information Architecture | Cross-Functional Program Delivery | Vendor & Partner Coordination
CMS Platforms (Contentstack, Sanity) | Localization Coordination | Airtable, Jira, Confluence, HTML/CSS/JS

PROFESSIONAL EXPERIENCE

SUPERVISOR OF CONTENT PUBLISHING | RIOT GAMES | MERCER ISLAND, WA

Mar 2023 – Apr 2026

- Owned final publishing sign-off on high-visibility launches across a global web portfolio, aligning product, engineering, design, and QA partners with 20+ regional and localization offices to ship on time and on spec.
- Kept the operation lean against rising content volume through product-team trust and a Lead Coordinator model I designed within existing headcount; Lead Coordinators owned visibility and readiness, so vendor embeds executed with minimal rework across 40+ annual activations.
- Led and developed the Lead Coordinators who ran the day-to-day pipeline for League of Legends, Teamfight Tactics, and Legends of Runeterra (coaching, growth planning, and performance feedback), and contributed to interviewing and hiring decisions.
- Architected a 128-article self-serve knowledge base that drove a 30% increase in page views, giving Art, Engineering, and QA partners self-serve answers on SLAs, deliverables, and pipeline questions without escalation.
- Built a comprehensive onboarding curriculum adopted into an org-wide production training program, operationalizing institutional knowledge at scale.
- Stood up a modular data architecture for the knowledge base and reset SLA and RACI ownership across the pipeline, improving customer understanding and workflow throughput as well as documentation maintainability.
- Replaced ad-hoc DAM access requests with a request-and-approval workflow that cut coordination friction.
- Drove content model improvements with platform engineering and oversaw the sunset of a legacy CMS channel, consolidating content operations under the team's singular jurisdiction.
- Contributed to a team-wide workload-capacity audit by collecting and verifying task-level data, surfacing evidence of overcapacity that informed leadership decisions on content caps and team well-being.

WEB CONTENT STRATEGIST | RIOT GAMES | LOS ANGELES, CA

Oct 2019 – Mar 2023

- Translated campaign strategies into executable publishing plans for simultaneous global launches (TFT Mobile, Legends of Runeterra, Wild Rift, Arcane S1), coordinating sprint-level tasks and release schedules across PC and mobile.
- Served as primary operational liaison between global product teams and regional publishing offices worldwide, aligning stakeholders across cultural and organizational boundaries.
- Designed and shipped automated workflow tools, including a programmatic deliverables checklist, which reduced manual handoff errors and gave stakeholders real-time visibility into production status.
- Created and facilitated cross-functional pipeline workshops for incoming product managers and global publishing partners, establishing shared workflows and documentation standards during rapid organizational scaling.

WEB CONTENT ASSOCIATE | RIOT GAMES | LOS ANGELES, CA

Apr 2017 – Oct 2019

- Delivered zero-defect, globally synchronized content activations for Riot's highest-visibility events, including League's 10-Year Anniversary and its reveals of VALORANT and the Arcane Netflix series.
- Served as a trusted publishing partner across multiple years of Riot's flagship live events, including the Mid-Season Invitational, Worlds, and Pride.
- Built a custom QA tool to automate content verification and authored the HTML for the inaugural TFT Gameplay Guide, the global authoritative player resource through the beta phase.
- Identified and escalated critical risks during an enterprise-wide CMS migration, contributing to a successful relaunch of the global web ecosystem.

EDUCATION AND CERTIFICATIONS

Troy University, Troy, AL | B.S. Communication Arts, Broadcast Journalism

May 2011

Google Project Management Professional Certificate (*in progress, 2026*) • Front End Web Development Certification, FreeCodeCamp (2016)