

Alexander Sinn

Head of Content

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About me



Hi! My name is Alex. I am an internationally awarded Game Design & Graphics graduate from Uppsala and Nagoya University, currently working as Head of Content for Team BDS' esports operations in Berlin.

I have experience in Project Management and a diverse cross-disciplinary skillset in Graphic and Thumbnail Design, Motion Graphics, Photography and Community Management and Live Stream Production, as well as basic knowledge in Video Editing.

Recent Experiences

Team BDS / Head of Content

OCT 2021 - PRESENT BERLIN, GERMANY

Head of Content and Content Distribution at Team BDS for their LEC operations in Berlin. Main responsibilities include:

- Creating editorial content for Social Networks, in particular but not exclusively, the Company's website, Twitter, Instagram, Discord and Twitch and YouTube
- Planning and managing the calendar and deadlines for the production of Content for the Company's social networks
- Designing, producing and writing Content with an original and evolving editorial line for the Company's social networks, corresponding to the style, values and identity of the Company
- Defining, developing, implementing and maintaining a flow of publication of Content on the Company's social networks
- Ensuring competitive intelligence, analysis of market evolution and fan behavior in order to develop and adapt the Company's editorial strategy
- Presenting the various programs on the Company's Twitch channel and Discord
- Working closely with the community manager, graphic designer and any other person responsible for the creation and production of the Company's Content when producing Content for the Company's Social Networks

Schalke 04 Esports / Graphic Design and Community Management

FEB 2021 - SEPTEMBER 2021 BERLIN, GERMANY

Graphic and Motion Graphics design for Schalke 04 Esports' LEC project during the 2021 season, as well as Community and Community Events

management. Main responsibilities included:

- Responsible for the visual identity of our LEC team for Social Media, reflected in matchday graphics, weekly schedules and all other LEC related assets
- Creating engaging thumbnails for our YouTube formats
- Animated Intros for our content series for both YouTube and Socials (Twitter / Instagram)
- Visual Design support for our partners & sponsors on demand (Corsair, EMMA – The Sleep Company, R+V)
- Creation of Lower Thirds, End Cards, Overlays for livestream and video projects
- Responsible for major live stream projects from conceptualization to a finish product on Twitch and Instagram Live, notable examples: Merhaba Schalke, S04 World Record Livestream, S04 Esports Community Rift Showdown and more
- Collaboration on the production of partner-branded pieces for R+V and Corsair
- Responsible for a complete revamp of our Discord server, establish an engaging space for our supporters with visible success through the implementation of a new server structure, features such as bots, custom animated banners, emotes and more
- Tracking and improvement of KPI when it comes to Discord and Community Growth, engagement and retention, while also keeping a close eye on the competitors portfolio
- Conceptualization and production of community events with a great turn up rate (Tournaments, Viewing Parties, Casual Game Nights, Karaoke Nights, Pick'ems competitions and more)

Education

Uppsala University / Game Design & Game Graphics

SEPTEMBER 2017 - JUNE 2020, VISBY

Bachelor of Arts in Game Design and Game Graphics

Nagoya University / School of Informatics

OCTOBER 2019 - FEBRUARY 2020, NAGOYA, JAPAN

Semester Abroad

Awards

Innovative Outlaw Award - Symbio

BitSummit 2019, KYOTO

Audience Award - Symbio

PLAY18 Creative Gaming Festival, HAMBURG

Most Innovative Newcomer - Symbio

PLAY18 Creative Gaming Festival, HAMBURG

Almedalen Library Award - Symbio

Gotland Game Conference 2018, VISBY

Jury Spotlight Award - Symbio

Gotland Game Conference 2018, VISBY