

Alex Konda

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Professional Experience

Media Account Manager, Ayzenberg Group, Pasadena, CA 2013-2015

- Carryout client marketing objectives through media planning, buying, execution, optimization, and reporting
- Have managed ~\$5.6MM in media spend
- Clients were primarily in the Free-to-Play game space
- Carried out the process of getting agency the Google Partners certification
- Improved reporting processes and self-serve advertising optimizations (AdWords & Facebook)

Intern, Ayzenberg Group, Pasadena, CA Summer 2012

- Assisted strategy and other teams in one of the top advertising agencies in the gaming industry
- Researched upcoming games at E3 2012 and presented report to the agency
- Gave presentation on monetization in Free-to-Play games to the agency and published an article about the same topic on the agency's blog

Shift Lead, Game Crazy, Aliso Viejo, CA 2008-2009

- Ran daily store activities, assessed and met customers' needs, and made sales for memberships and warranties

Education

Arizona State University, Tempe, AZ 2009-2013

W. P. Carey School of Business, 3.89 GPA

- Bachelor of Science, Marketing
- Bachelor of Science, Computer Information Systems

Honors Thesis: An Exploration of Monetization in Free-to-Play Games

- Explored foundational concepts in Free-to-Play games (ex. service-based marketing)
- Interviewed monetization experts in the digital games industry to gather their thoughts on monetization in Free-to-Play games and find commonalities in their insights
- Conducted a survey to see how people feel about Free-to-Play monetization strategies
- Introduced a framework for service-based games that revolves around integration between game design, monetization design, and marketing

Awards / Honors

- Barrett, the Honors College
- Dean's List (awarded 2009 - 2013)
- Beta Gamma Sigma Business Honor Society (Accepts only the top 10% of students)

Technical Skills

Online Advertising

- Media Planning & Buying
- Google AdWords (SEM, GDN, & YouTube)
- Facebook Advertising
- Twitter Advertising
- Sizmek Adservering
- Kochava Mobile Tracking

Programming

- C#
- Web languages (HTML, CSS, JavaScript, PHP)
- MySQL

Software

- Microsoft Office (Excel, Word, PowerPoint)
- Google Drive & Docs
- Unity3D

Other

- Marketing Concepts (ex. marketing mix, segmentation, targeting, positioning)
- Agile Project Management Methodologies
- T.V.A (Threats, Vulnerabilities, Assets) Analysis

Publications

A Primer of Monetization of Free-to-Play Games September 3, 2012

- Article written on Free-to-Play games for the games marketing publication [a]list daily
- Described multiple monetization tactics used in Free-to-Play games
- Explored psychology and business model of Free-to-Play games
- <http://www.thealistedaily.com/news/exclusive-a-primer-on-monetization-of-f2p-games/>

Snapshot: Internship Results in a Primer on Monetizing Free-to-Play Video Games October 8, 2012

- Featured story in the KnowMKT and KnowIT sections of the Know W. P. Carey newsletter
- <http://blogs.wpcarey.asu.edu/knowit/snapshot-internship-results-in-a-primer-on-monetizing-free-to-play-video-games/>

Certifications

Google AdWords

- Fundamentals, Search, Display, and YouTube

Conventions

E3 Expo 2010-2015

- Gained insight into the video game industry and met with several executives and managers
- Conducted research at E3 2012 of upcoming games and presented results to Ayzenberg Group

GDC 2013 March 2013

- Met with several professionals in the industry to set up in-depth interviews for honors thesis

References

- Available upon request