

# MICHAEL PIROVANO

## SUMMARY

I'm a weapons-grade word nerd and passionately curious creative. My background is broad; a rap sheet ranging from "biomathematician" to "Elvis impersonator". I live by two rules: lead with a clear conscience and seek growth within the orbit of genius. *"If you're the smartest person in the room, you're in the wrong room"*. I write like it's a sport and read like it's a science. Let me tell you a story.

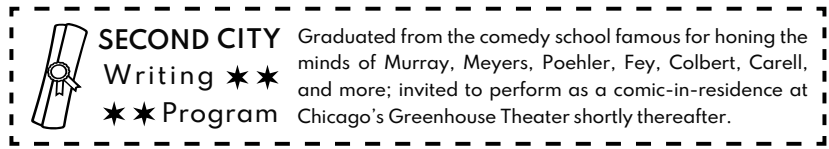
## EDUCATION

**M.B.A.** { EASTERN NEW MEXICO UNIVERSITY  
Master of Business Administration  
2016 // 2018

**B.S.** { UNIVERSITY OF ILLINOIS  
Bachelor of Science  
2012 // 2015 // graduated a year early  BIOLOGY



**GAME DESIGN**  
Certificate



**SECOND CITY**  
Writing ★★  
★★ Program

Graduated from the comedy school famous for honing the minds of Murray, Meyers, Poehler, Fey, Colbert, Carell, and more; invited to perform as a comic-in-residence at Chicago's Greenhouse Theater shortly thereafter.

## EXPERIENCE\*

\*Includes freelance, contract, and consultancy roles

JUN 2020 | **STAR STABLE ENTERTAINMENT**

OCT 2020 | **WRITER**  STOCKHOLM

Developed quest dialogue and item descriptions for an RPG with 15 million registered users. Developed PR and marketing collateral for major brand association initiatives. Contributed to ASO and brand messaging campaigns. Led a knowledge management campaign, restructuring the game's lore bible.

SEPT 2019 | **CAST21**

APR 2020 | **CREATIVE CONSULTANT**  CHICAGO

Guided brand synergy, articulation, and communication campaigns. Devised brand messaging and market positioning strategies. Championed creative and instructional design initiatives for internal, patient-facing and clinician-facing assets.

JUNE | **ROVIO ENTERTAINMENT**

2020 | **NARRATIVE DESIGNER**  MONTRÉAL

Developed narrative content for the *Angry Birds* IP.

NOV 2019 | **HOOK SECURITY CO.**

APR 2020 | **GHOSTWRITER**  GREENVILLE

Authored a book on the influence of behavioral and organizational psychology in cybersecurity, writing several chapters on gamification and compulsion loops.

AUG 2017 | **CANON FODDER**

APR 2020 | **CREATIVE DIRECTOR**  CHICAGO

Developed brand identity and market positioning campaigns. Managed an interdisciplinary team of 16 designers, composers, illustrators, developers, writers, and project managers. Pioneered Canon Fodder's "open source" framework for collaborative storytelling.

JUN 2019 | **VANAHEIM STUDIOS**

NOV 2019 | **STORY LEAD**  STOCKHOLM

Supervised creative production, narrative design, and user acquisition strategies for two MMORPG games, working directly under Romi Gråhed (Producer of *Star Wars: The Force Unleashed* and Development Director on *Mirror's Edge: Catalyst*).

FEB 2017 | **BASEZERO PRODUCTIONS**

JUN 2019 | **ASSISTANT DIRECTOR OF MARKET DEVELOPMENT**  CHICAGO

Structured and marketed a comprehensive suite of business development solutions, orchestrating content, email, and social media marketing campaigns.

- APR 2019 | **DILIGENT CORPORATION**
- NOV 2019 | **CONTENT MARKETING MANAGER** | 🌐 NEW YORK  
Spearheaded demand generation, creative production, and brand messaging for three Diligent subsidiaries. Hired and trained multiple publishing teams.
- SEP 2018 | **DILIGENT CORPORATION**
- APR 2019 | **CONTENT MARKETER** | 🌐 NEW YORK  
Facilitated content creation, marketing, and strategy for a Diligent subsidiary. Designed email templates, conference signage, sales collateral, and social media graphics. client-facing communications and publicity materials.
- APR 2018 | **HONEYWELL**
- SEP 2018 | **SENIOR TECHNICAL WRITER** | 🌐 CHICAGO  
Managed knowledge bases surrounding catalyst regeneration and adsorption control systems used in reactors and refineries.
- FEB 2017 | **AMERICAN EXPRESS**
- APR 2018 | **ASSOCIATE TECHNICAL WRITER** | 🌐 CHICAGO  
Created support documentation for the payments, chargebacks, and authentication modules of a global fraud platform. Adopted project management duties ahead of two product launches.
- OCT 2017 | **CELECTIV**
- MAY 2018 | **DESIGN SPECIALIST** | 🌐 CHICAGO  
Developed wireframes, prototypes, and user stories. United executive stakeholders around a focused product vision.
- AUG 2012 | **CHICKEN FRIED COMEDY**
- FEB 2017 | **BRAND MANAGER** | 🌐 LOS ANGELES  
Designed brand strategy initiatives and creative assets (including web design, social media, and messaging services) for a Los Angeles-based comedy network.
- MAR 2016 | **REALNETS**
- SEP 2016 | **DIGITAL MARKETING SPECIALIST** | 🌐 CHICAGO  
Managed content, email, and social media marketing; SEO, PPC, and brand tonality for a portfolio of roughly 30 clients.
- DEC 2013 | **UNIVERSITY OF ILLINOIS**
- JAN 2015 | **BIOMATHEMATICS RESEARCH FELLOW** | 🌐 CHAMPAIGN  
Awarded \$4,000 from the NSF to develop procedurally-generated models of response thresholds in *O. brunneus* nest building to assess potential applications in autonomous construction technology.
- FEB 2012 | **90-SECOND NEWBERY FILM FESTIVAL**
- FEB 2013 | **PUBLIC RELATIONS COORDINATOR** | 🌐 CHICAGO  
Authored grant proposals, managed publicity, and scheduled events for the international non-profit organization of popular YA fiction author James Kennedy.

## PROFICIENCIES

Marketing • Project Management • User Experience Design • Public Relations • Content Strategy • SEO • Web Design • Social Media Marketing • Technical Writing • Editing • Copywriting • Paid Search • Advertising • Creative Writing • Web Content Writing • Video Production • Email Marketing • User Acquisition • Digital Marketing • Market Research • Google Analytics • Content Marketing • Wireframing • HTML • CSS • JavaScript • Content Management Systems • Servant Leadership • Teaching • Written Communication • Client Relationship Management • Creative Content Production • B2B Marketing Strategy • Messaging • Creative Briefs • Campaign Strategies • Product Strategy • Campaign Development • Brand Strategy • Mockups • UX Research • Product Design • PPC • User Interface Design • Branding • Creative Direction • Premiere Pro • ASO • Product Management • Photoshop • GDPR Compliance • GitHub • Storylining • IP Development • Prototyping • Video Editing • Agile Methodology • Visio • Confluence • Podcasting • User Research • Adobe Illustrator • Perforce • Subversion • Jira • Design Documentation • Growth Hacking • Ad Tracking • Brand Messaging • SAML 2.0 • User Authentication • Ad Copy • WordPress • Community Management • Brand Articulation • SOC 2 Compliance • Animation • Microsoft Office • Venture Capital • Chargebacks Fraud • Knowledge Management • Internal Communications • Human-Centered Design • Microsoft Word • Gamification • Version Control • Microsoft Office Suite • Support Documentation • Interface Design • Private Equity • Asynchronous Communication • Mobile Marketing • Crowdfunding • Predictive Analytics • Audacity • App Store Optimization • Microsoft Excel • User Retention • Experience Design • Translation • IP Mapping • Google Docs • Intellectual Property Law • Creative Production • Inbound Marketing • Search Engine Optimization • Creative Cloud • Influencer Marketing • Instructional Design • Live Streaming • Git Versioning • Atlassian Software • User Experience Design • SEO Copywriting • Sentiment Analysis • Marketing Strategy • Cloud Computing • Campaign Strategy • User Interface Design • Creative Content • Product Marketing

## CERTIFICATIONS



508 Compliance



Game Design



Writing Program



JavaScript



In Progress



# COVER LETTER

To Whom It May Concern,

In writing this letter, I feel it's safe to assume my resume has already received a first glance. Should this not be the case, allow me to summarize: I haven't been returning NASA's phone calls and have refused the nomination for "Most Handsome Man in the World" for the last five years (much to the delight of one Christopher Hemsworth). Continuing under the assumption that you're familiar with my successes, I find it's only fair to focus the remainder of this letter on my failures.

A job well done cannot leave you with the same insights and experience as when it began. Such is the curse of those who take pride in their work. Over the years, I've been graced with roles and responsibilities intended for those with far more experience than myself. In rising to meet challenges and exceed expectations, I've taken to distilling wisdom wherever it may be found. No project I complete, mentor I emulate, or victory I achieve offers as valuable an opportunity for growth as my failures.

From failure, I have learned...

- o **When to lead and when to follow.** There's a time for ideas and a time for execution. Through critical reflection (and a healthy handful of bad ideas) I've learned how and when to move between the two.
  - o **Never to promise what can't be delivered.** Nothing feels better than making good on lofty goals, but scorching my wings has taught me a thing or two about flying too close to the sun.
  - o **The importance of early action.** Systemic problems compound at a rate proportional to growth. Early retrospection shines a light on those problems before they have a chance to snowball.
  - o **To reject negativity.** While gossip and pessimism provide an easy source of stress relief, they only serve to impede progress and have no place in a healthy work environment.
- o **When it's time to call it a day.** Quality suffers once you surpass your threshold of exhaustion. I've maximized my threshold and forever aim to improve the volume of quality work I can produce before it's reached.

Each success I achieve is the byproduct of learning from previous failures. An unwavering commitment to perpetual growth and lifelong pursuit of passionate curiosity have emboldened me to stand behind successes and failures with equal pride and ample confidence. Contributing to your success would allow me to advance my pilgrimage to professional mastery (from which you're sure to enjoy many a proverbial souvenir). I'm ready and willing to throw myself through a window of opportunity should you be willing to open one on my behalf.

Best,



MICHAEL PIROVANO

Michael Pirovano  
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# CREATIVE HIGHLIGHTS

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JUN 2020 | **STAR STABLE ENTERTAINMENT**

OCT 2020 | **WRITER** 🌐 STOCKHOLM

Developed quest dialogue and item descriptions for *Star Stable Online*. This content was developed for the game's Western-themed expansion event.

JUNE | **ROVIO ENTERTAINMENT**

2020 | **NARRATIVE DESIGNER** 🌐 MONTRÉAL

Can't discuss my contribution (yet). The birds are angry enough as it is.

AUG 2017 | **THE PRION UNIVERSE**

PRESENT | **NARRATIVE DESIGNER** 🌐 CHICAGO

Mobilized an interdisciplinary creative collective in crafting an application of Canon Fodder's framework for "open source universe building". Spearheaded storylining and narrative design. Facilitated lore documentation and worldbuilding work, coordinating with and delegating to freelance writers. Produced dialogue trees, marketing collateral; scripted cinematic and promotional material; crowdfunding campaigns, and user acquisition strategies. Orchestrated visual branding, character portraits, and environment art in close collaboration with the art director.

JUN 2019 | **VANAHEIM STUDIOS**

NOV 2019 | **STORY LEAD** 🌐 STOCKHOLM

Supervised creative production, narrative design, and user acquisition strategies for two MMORPG games, working directly under Romi Gråhed (Producer of *Star Wars: The Force Unleashed* and Development Director on *Mirror's Edge: Catalyst*).

JANUARY | **AMERICAN EXPRESS**

2020 | **GHOSTWRITER** 🌐 CHICAGO

Wrote an article published in *eGaming Review* on the evolving role of player authentication in responsible gaming practices.

JUNE | **READING EMILY WEST**

2020 | **PLAYWRIGHT** 🌐 CHICAGO

Wrote, assistant-directed, and associate-produced a full-length play debuting in Chicago theaters to sold-out crowds for the entirety of its five-show run.

JANUARY | **2016: THE SQUEAKQUEL!**

2017 | **PLAYWRIGHT** 🌐 CHICAGO

Scripted, directed, and produced a 60-minute *Saturday Night Live*-style sketch show; a comedic look back on what we *thought* would be the most hectic year of our lives. Those were simpler times.

OCT 2016 | **FOUNDING FATHER ISSUES**

JAN 2017 | **STAFF WRITER** 🌐 CHICAGO

Collaborated with a team of comics, writers, and performers in the production of a sketch comedy showcase; the capstone project for the Writing Program at the Second City Training Center in Chicago.

DEC 2015 | **KILLER GIN**

JAN 2017 | **NARRATIVE DESIGNER** 🌐 CHICAGO

Scripted dialogue, promotional cinematics; and collaborated on the narrative design of Frederick Miranda's high fantasy adventure RPG, *Killer Gin*.

APR 2012 | **TRIGGER STREET PRODUCTIONS**

MAY 2013 | **STAFF WRITER** 🌐 LOS ANGELES

Developed content for the production house of a two-time Academy Award-winning actor; the company behind properties such as *House of Cards*, *The Social Network*; and the indie darling, *Fifty Shades of Gray*.