

Contact

LinkedIn

https://www.linkedin.com/in/kellyphare/

Website

kellyphare.com

Email

Kellyphare@tundraesports.com

Expertise

Digital & Social Media Marketing

Product marketing

Brand Management

Campaign Strategy and Execution

SEO optimisation

Data Analytics & Reporting

Event management

Project management

Team leadership & Development

Artificial Intelligence

Education

First Class Honours

Fashion marketing and production

London College of Fashion, University of the Arts of London

Achievements

Viddy Award 2022 and 2023

ESI Film Festival finalist

Games Innovation Challenge

Language

French: Native

English: Fluent

Korean: Advanced

Reference

UPON REQUEST:

Carleton Curtis

Former CEO of Tundra Esports

Craig Wood

Marketing Director, Tundra Esports

Kelly Phare

Marketing Manager

Creative and results-driven marketing manager with 5 years of experience in the fashion, video game and entertainment industries, specialising in converting followers into loyal fans through strategic activations for global brands like Paramount, Red Bull, and Ballantine's. Skilled in developing and executing high-profile brand partnerships, including projects with Virgil van Dijk and Paris-Saint-Germain, and driving growth. Fluent in French, Korean, and English, with a global perspective, I excel at delivering impactful campaigns for international audiences.

Experience

Hudl Agency

Marketing Consultant (2024 November - Now)

- Digital Marketing Strategy
- Website & SEO optimisation
- Paid Media
- Social Media Strategy

TUNDRA ESPORTS

Marketing Assistant - Marketing Manager (2022 April - 2024 May)

Marketing Leadership

Supported the Marketing Director and led the marketing and social media team, exceeding company KPIs and driving audience growth by 765,000 followers.

Digital Marketing

Developed and executed marketing strategies aligned with Tundra's competitive calendar. Led impactful campaigns across social media, PR, talent, and offline initiatives, converting followers into fans.

- VVD x P Money: 8B UVM, 1M Spotify plays, 535k YouTube views.
- PSG Esports: 162M UVM, 2M+ impressions, 200k video views.
- Launched Tundra Weibo, achieving 400k+ followers in one year.

Offline Events

Led marketing events, collaborating with social media and partnerships to promote international brands: Red Bull, Paramount UK, Ballantine's, 1xBet and Winline.

Merchandise

Directed merchandise strategy and promotions, aligning with brand goals.

- 1,000+ products sold, generating £25k+ revenue in six months.

Public Relations

- Managed media communications and agency collaborations.
- Achieved 18B UVM in 2022 and 6B UVM in 2023.

Website Development & Optimisation

Developed and optimised websites for Sandstorm Media Group, Tundra Esports and Storymode, enhancing UX/UI and e-commerce.

- Increased Tundra Esports site traffic by 440%.

Analytics and Reporting

Owned marketing reports and analytics, tracking performance and driving improvements.

- Resolved audience targeting issues, increasing viewership by 5M+.
- Proposed new social media channel strategies, contributing to a 35% increase in total follower growth and brand adoption within Gen Z.

STUDIO SQUIDBEAK

Marketing Manager (2021 June - 2021 Sept)

Responsible for the game ideation, development and marketing for the game "Found Guys" in the 2021 Tranzfuser Enterprise Pathway (UK Games Fund)

Award: Third place at the Games Innovation Challenge with the game Found Guys VS