

ROBERT ALLEN PEELER

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EDUCATION

2002-2007 Cal State University Fullerton Fullerton, CA

- Bachelor of Arts: Business Management / GPA 3.1

1999-2002 Mt. San Antonio College Walnut, CA

- Associate of Arts / GPA 3.3 / Dean's List

EXPERIENCE

Aug 09'- Current Square-Enix, Inc. El Segundo, CA

Assistant Online Community Manager – Community & Service Department

- Head up the planning and coordination of Community efforts for Online titles
- Manage Community Team representatives tasks, evaluation, and reporting
- Plan the implementation of new titles and Community support

Nov 08'- Aug 09' Square-Enix, Inc. El Segundo, CA

Senior Community Planner – Community & Service Department

- Work with North American Producer and Online Business Management to plan annual growth procedures
- Evaluate event and promotion effectiveness
- Create new title promotion and community plans

May 07'- Oct 08' Square-Enix, Inc. El Segundo, CA

Senior Community Relations – Community & Service Department

- Initiate projects and proposals to boost subscriber and retention rates for online video game titles
- Organize live events and media promotions
- Work with vendors and contracted services to promote online titles

Nov 06'- May 07' Square-Enix, Inc. Los Angeles/El Segundo, CA

Community Relations – Community & Service Department

- Monitor community trends/concerns; update development team with regular reports
- Plan, design, and implement live consumer/media/promotional events
- Prepare web promotions, banners, newsletters, mailers, and websites

Apr 06'-Nov 06' Square-Enix, Inc. Los Angeles, CA

Assistant Coordinator – Quality Assurance Department

- Evaluate game bug reports, train staff on Entertainment Ratings and Standards Board (ESRB) issues and bug reporting
- Create testing templates and materials specific to projects
- Report status to localization teams and provide data reports on weekly updates

July 03'-Sep 03', Jan 04'-Apr 06' Square-Enix, Inc. Los Angeles, CA
Product Analyst – Quality Assurance Department

- Test and Evaluate Video Game Software
- Report game bugs, ESRB issues, game crashes, and text inaccuracies
- Maintain reports and save management materials

Aug 03'- Current The Aquabats Los Angeles, CA
Community & Promotions

- Operate and maintain official community & promotional webspaces: Myspace Page, Facebook Page, Official Forums, Wikia Database, and Fan Club Website
- Plan and execute public contests; ensure accuracy and fairness
- Reply to fan questions and concerns, organize booking and media requests

Jan 03'-July 03', Sep 03'-Dec 03' Genco Dist. Chino/Redlands, CA
Receiving/Inventory Control Clerk

- Operate in Excel and Access developing internal billing, and productivity spreadsheets
- Receive inbounds and maintain inventory accuracy and efficiency
- Cooperate with Systems Analyst to develop efficiency requirements

SKILLS

Proficient in Microsoft Office applications including 2007: Excel, Access, Word, Powerpoint, Outlook, Project and Frontpage. Intermediate skill with Sharepoint. Proficient with Adobe Photoshop (6-CS4), Illustrator, Dreamweaver, Premier Pro. Proficient Web Design skills in HTML, CSS. Moderate skill in Java, Flash, and PHP. Typing Speed: 85 WPM. Intermediate Spanish language skill. Strong communication skills. Experience as Master of Ceremonies and various public speaking opportunities. Experience in event planning and implementation.

INTERESTS

Art, Art History, Art Theory; Music; Video Games; Web Design: Commercial and Private; Drawing; Hiking; Writing; Reading: Fiction, Non-Fiction, Poetry; Ancient History and Apologetic Religious Study.