Conor Molloy

**Personal Statement**



I am motivated, trustworthy and dependable with a desire to continue developing the creative skills I have acquired throughout my degree, my hobbies and my career. I have 5+ years experience writing and designing content for tabletop role-playing games, and also have experience writing characters, quests and descriptions for the mod *Beyond Skyrim.* My experience in King has given me a working experience of gaming companies, where my specialism in supporting and shadowing the Narrative team has provided me with insights into the process and allowed me to be part of creative exercises such as narrative brainstorming.

**Achievements**



**Writer and Designer for the Beyond Skyrim modding team:** based on my desire to build the required writing skills, I have spent the last 6 months writing for Beyond Skyrim, a large-scale unofficial expansion pack for Elder Scrolls V: Skyrim. During this time I have gained valuable experience writing NPCs, quests and additional texts. It has also given me experience working as part of a team on creative projects and both implementing and giving peer review, as well as writing within the confines of a gaming system.

**5+ years as a Dungeon Master and content designer for D&D 5e:** I have gained a tremendous amount of experience in story-telling by acting as a DM for pre-written and homebrew content for both friends and strangers. My proudest achievement is an ongoing campaign set in my own original universe that has been running weekly for the last 4 years. This has given me plenty of experience in writing characters, locations, quests and descriptions, as well as ensuring that the players' enjoyment and freedom remains at the forefront of the experience. I have also published my own creations to DMs Guild, a content sharing space for DMs.

My portfolio can be found here: <http://conorcreatesgames.writersresidence.com/>

**Work Experience**



**June 2020 - Present: Activision Blizzard King | King**

***Senior Player Insights Specialist* | *March 2022 - Present***

***Player Insights Specialist* | *June 2020 - March 2022***

* Working for King, I am part of a small team of researchers who provide essential player research to the business to inform key decisions, including to the executive leadership team across multiple sites.
* My primary responsibility is to be an expert in understanding player motivation and behaviour and to use this expertise to assist game teams with their projects, such as content creation.
* This experience has given me an in-depth understanding of the structure and inner workings of a gaming company and experience building strong stakeholder relationships across the business.
* My role requires me to write and present reports to senior stakeholders, with a requirement being that they are compelling and digestible to ensure that insights are listened to and actioned on. This has given me plenty of experience in purposeful writing and presenting clearly to large crowds.
* A primary focus of mine has been understanding narrative design, resulting in my placement as the lead of Narrative and Social research and resulted in a close working relationship with the Narrative team. This has given me an excellent understanding of player response to narrative content and systems and also in how the Narrative team works across the business as I have often supported cross-department collaboration with research.
* Off of my own initiative, I have been mentored by a Narrative Director at King for the last 6 months. This has resulted in me gaining experience in creative brainstorming and enabled me to shadow the team, giving me a further understanding of the day-to-day structure of the role and experience in creative brainstorming and dialogue writing for events and characters.
* I am the primary contact for multiple external research agencies, which has also resulted in me managing 4 external staff members to achieve internal research goals.

**January 2020 - June 2020: *Black Swan Data - Insights Consultant***

* Black Swan Data is a social media prediction company which analyses current performing trends and predicts upcoming trends, where I joined the PepsiCo team to deliver consumer insight reports.
* A key part of social media analysis is identifying and understanding the intention behind the language used - this grew my cultural understandi and gave me a keen focus on precise vocabulary.

**September 2017 - January 2020: *Kantar TNS - Research Executive***

* After joining through a competitive graduate scheme, I was permanently placed within the Qualitative team, during which I strongly developed my writing skills, learning to adapt for many different audiences. Because qualitative research lacks hard data, a key skill I learned was to form a narrative that would engage the reader and encourage them to continue reading.
* This has developed my skills in adapting to new software and tools and preparing client-ready deliverables. I liaised directly with clients to deliver clear and actionable recommendations.
* I was also the chair in the Inclusion and Diversity committee, which involves organising and hosting monthly events to raise awareness and reduce stigma.

**Education & Qualifications**



Sept 2014 – June 2016 University of Warwick MA in Philosophy (Merit)

Oct 2010 – July 2014 University of Essex BA in Literature & Philosophy (2.1)

Sept 2008 - June 2010 Royal Latin Grammar School English Literature (A)

(3 A Levels, 1 AS level) Media Studies (A)

Sept 2003 - June 2008 Royal Latin Grammar School Science (A, A)

(10 GCSE Qualifications) English Literature (A)

English Language (B)

Maths (B)

**Additional skills**



* I have greatly developed my computing skills during my time at university and at work and I am proficient with various programs including PowerPoint, Word, Excel, G Suite, Jira and Confluence.
* I served as an editor on the Warwick Journal of Philosophy (Pli) during my time at the University of Warwick, in which I reviewed content and ensured that the strict standards were adhered to.

**Hobbies and interests**



* Video Gaming, Tabletop Role-Playing, Sport Climbing, Mountaineering, Hiking, Live Music

**References available upon request.**