



SAM

SEMPERE

GAME MARKETING & PR

hello@samsempere.com

+34 695 504 173



samsempere

ABOUT ME

They/Them

Based in Alicante, Spain

An avid player since childhood and journalist at heart, now working in games marketing to pass on my passion for this medium to others.

Bachelor's Degree in Journalism.

Social media specialist with 6 years of experience.

Helpful with related areas like PR, influencer marketing, paid media and customer support.



YOU MAY REMEMBER ME FROM



Iniciada con perspectiva de género



2AWESOME STUDIO



GGTECH

ARCADEOLOGÍA

As for the rest... [go check my resume!](#)



WORK EXAMPLES

SOCIAL MEDIA & COMMUNITY MANAGEMENT

Content for social media has a purpose, which is described in a planning document where we social media managers do OUR MAGIC. Business goals, where to reach our audience, communication style, long, mid and short term strategy on each platform, Key Performance Indicators we'll be measuring month by month, and many more info.

As for the rest of the time, I usually fill up the content calendar with fresh materials (text, image and video), schedule it to be ready in advance and invest time in interacting with users or researching the latest gaming trends. Basic CM tasks, you know!

I usually work with:

- Image: Adobe Photoshop.
- Video: Adobe Premiere Pro, Clipchamp, Capcut, InShot.
- Content planning: Meta Calendar, Metricool, Hootsuite, Later.

It's definitely NOT just about writing a couple of random tweets.

SOCIAL MEDIA & COMMUNITY MANAGEMENT

(ES) Arcadeología: Social media plan

1. Todo proyecto cultural que quiera llegar a un buen puerto debe tener una **comunidad potente** que le respalde. Las **redes sociales** son grandes aliadas para construir relaciones duraderas, siempre que se invierta en ellas un tiempo mínimo para averiguar cómo es la comunidad. Gracias a este trabajo sabremos qué interesa a nuestro público objetivo, pudiendo generar contenidos como entradas de blog, hilos de curiosidades, encuestas, debates abierto, etc. Todo ello hará que nuestros grupos de interés se identifiquen con *Arcadeología* y apoyen el proyecto allá donde vaya.
 - Elaboraremos un **plan de contenidos mensual** que atraiga más público objetivo y mantenga enganchados a los seguidores. Ello pasa por la actualización constante de las redes sociales con **material propio y compartido**, con una proporción que ronde el 60/40. Podemos compartir curiosidades de nuestra investigación, artículos de medios especializados y mucho más.
 - Idearemos **contenidos que se adapten a múltiples pantallas** para la comodidad de los usuarios, con especial atención al teléfono móvil. Según la última encuesta anual *Navegantes en la red*, de la AIMC, los **smartphones** se han convertido en **dispositivos principales de conexión a la red** (36.9%), seguidos de los ordenadores de sobremesa (30.6%) y los portátiles (26.6%). Las actividades más frecuentes son consultar el correo, escribir mensajes, navegación web, uso de redes sociales, leer noticias y ver vídeos.
 - Solicitaremos la colaboración de **entrevistados y participantes**. Es prioritario lograr que las fuentes se conviertan en nuestros primeros fans. Dicho de otra manera, tendrán que ser nuestros **prescriptores de marca**. Estas personas son **líderes de opinión** en videojuegos (David Martínez, redactor jefe de Hobby Consolas; Bruno Sol, redactor jefe de RetroGamer; Antonio Runa, director de La órbita de Endor) o **personas mediáticas** cuya imagen pública o labor profesional se asocia al ocio interactivo (Iker Jiménez, director de Cuarto Milenio; Salvador Espín, dibujante de Marvel; Enrique Urbizu, director de cine premiado con un Goya). Su apoyo público nos otorgará **visibilidad** en redes y **credibilidad** por cada nueva interacción.
 - Buscaremos activamente de **nuevos fans** a través de palabras clave en torno al videojuego clásico y el arcade. No solo hablamos de invitar a los usuarios a que sigan nuestra actividad, sino de **crear conversaciones espontáneas** con personas interesadas en los mismos temas. Poco a poco, iremos creando una imagen de marca que repercutirá para bien en el proyecto. Se trata de **crear una experiencia más grande que el propio documental**.

SOCIAL MEDIA & COMMUNITY MANAGEMENT

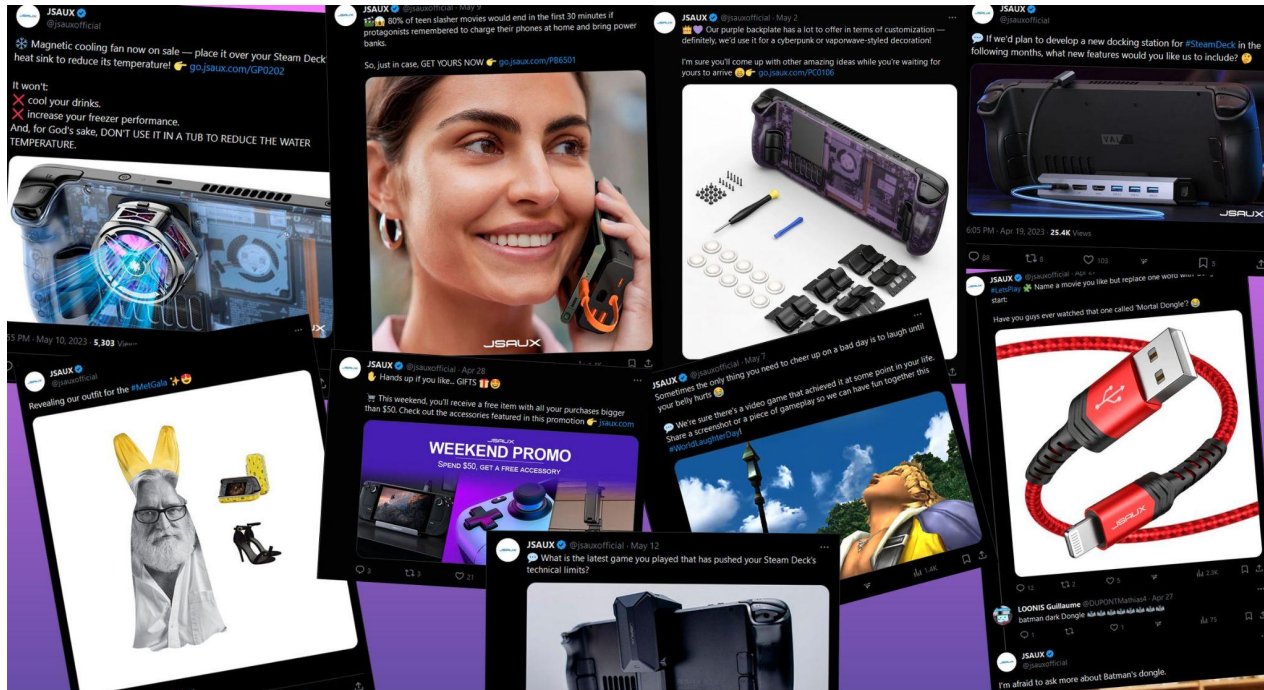
(EN/ES) Dyson Sphere Program: Activity on social media

The image is a collage of social media activity for the Dyson Sphere Program. It features several screenshots from Twitter and Steam.

- Top Left:** A tweet from @DysonProgram in Spanish: "Nos tratan como si estuviéramos secustrandólos y solo les hemos enviado a otra galaxia a construir un imperio industrial, por favor." Below it is a Steam post by Jose Tortola (@joseortolaCF) from Feb 9, 2021, with the text "Reseñas en @Steam de @DysonProgram #DysonSphereProgram. Puedo identificarme perfectamente en ellas. Send help." The Steam post includes a screenshot of a Steam review for the game.
- Top Middle:** A tweet from @DysonProgram titled "Dyson Cleaning Program" featuring a screenshot of a yellow robot vacuum in a game environment.
- Top Right:** A tweet from @DysonProgram: "I take management games very seriously. - How seriously?" Below it is a tweet from @ToasterKoishi from Jan 24, 2021, with a screenshot of a spreadsheet and the text "yep, i'm at that point where i've written a barely functional spreadsheet for @DysonProgram".
- Middle Right:** A tweet from @DysonProgram: "Hey, engineers! We're delighted to read your congrats, suggestions and questions on social media. But since we have many tasks to do, sometimes we can't spend the whole day here. So please, don't get mad if we reply late or just 'like' your comment." Below it is a tweet with the text "We love you all, okay? 🥰" and a GIF of an astronaut with a pink heart outline.
- Bottom Left:** A tweet from @DysonProgram: "THANK YOU, BROTHER 🙏". Below it is a tweet from @SatisfactoryAF from Jan 29, 2021: "hey check out @DysonProgram? RT so more people check out @DysonProgram? not an ad btw, it's just a crime that they don't have more followers".
- Bottom Middle:** A tweet from @DysonProgram: "2:59 PM · Jan 25, 2021". Below it is a tweet from @DysonProgram: "2:59 PM · Jan 25, 2021 there will be some DSP merch. like a icarus plush".
- Bottom Right:** A tweet from @DysonProgram: "10:06 AM · Jan 29, 2021". Below it is a tweet from @DysonProgram: "10:06 AM · Jan 29, 2021 devs even made the joke".

SOCIAL MEDIA & COMMUNITY MANAGEMENT

(EN) JSAUX: Activity on social media



SOCIAL MEDIA & COMMUNITY MANAGEMENT

(EN) Altered Alma: TikTok stats (Nov 23)



SOCIAL MEDIA & BLOG GRAPHICS

(EN) Altered Alma



COPYWRITING

Mainly oriented to **blog content**, but also useful for many other forms of promotion like **Steam pages**, **Kickstarter campaigns** and **newsletters**. I work on a preliminary list of actions to be carried out month after month and organize the activity around this calendar, always adapting it to new external or internal circumstances.

Before writing a single line, **I do my best to understand what makes each game unique** so the key selling points and my message are crystal clear. Also, I make sure that even non-promotional content has a reason to be. Sometimes it's perfect to raise a community around a topic of interest.

Each text has must feel authentic to players – don't just copy and paste!

COPYWRITING

a) BLOG UPDATES

Games From Spain

- [Games From Spain Recommendation List 2024](#) / December 2024
- [Crema Games Success Story](#) / November 2024
- [Out of the Blue Success Story](#) / January 2025

Altered Alma

- [Neo-Barcelona: now and then](#) / October 26, 2023
- [What to expect from this metroidvania adventure](#) / July 27, 2023

JSAUX

- [What's an M.2 SSD](#) / August 18, 2022
- [All you need to know about HDMI technology](#) / August 15, 2022

Coffee Shop Tycoon

- [World's rarest coffee types](#) / May 13, 2022
- [Laying the groundwork for the best coffee shop](#) / April 8, 2022

COPYWRITING

Amazing Cultivation Simulator

- [The concept of "cultivation"](#) / November 25, 2020

b) STORE PAGE DESIGN & DESCRIPTIONS

Immortal Life: https://store.steampowered.com/app/1201230/Immortal_Life/

Nigate Tale: https://store.steampowered.com/app/1048350/Nigate_Tale/

c) TEXT CREATIVITIES FOR ADS

- *From bleak planets to awe-inspiring neon-lit cities, craft richly detailed settings for your roleplay sessions with Multiverse Designer / A unique toolbox to empower storytellers*
- *They annoyed you in middle school, now it's your turn for payback. Play Pro Philosopher 2, Chapter 1 now available for free on Steam.*

PUBLIC RELATIONS

What kind of journalist would I be if I had no idea about dealing with the media?!

Each outlet and editor has their own topics of interest, so it's important to learn which door to knock on at any given moment. E.g.: If you're promoting your latest gacha mobile game, you may want to start by contacting popular media specialized in mobile gaming. **Start your media database from scratch** and remember the journalists that will be key for your success. Build up a **unique relationship**, that's the way!

I usually work with: **Mailchimp, Sendy, Gmail.**

Sharpen your aim, sometimes you only have ONE shot.

INFLUENCER MARKETING

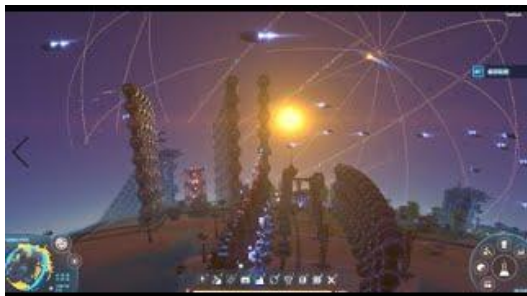
Small projects often deal with popularity and budget limitations that affect the type of creators they can reach. That's why I mainly worked with **small and medium-sized influencers**. These are the best ones to hire, as they're usually **honest and passionate individuals** who are willing to look for a common interest. Generally, their fan bases are small but more likely to adopt the opinions and suggestions of the creator.

I'm familiar with platforms like **Keymailer** and **Lurkit** to distribute keys massively. Still, email is my favorite contact method! Last but not least, I am aware of the latest impersonation and scam techniques, so I carefully study each profile to prevent the product from ending up on resale markets.

According to the latest marketing trends, people is more likely to listen to nano and micro-influencers more than the biggest accounts.

TRAILER EDITING

I've edited **trailers for game reveals and launch campaigns** as a complement to my main tasks. These are quite simple, but I do my best to show the appeal of each game and make the target player fall in love with it.



VIDEO INTERVIEWS WITH GAME DEVELOPERS

These contents are part of the promotional actions included in the current phase of the **Games From Spain project**, a public initiative to promote Spanish companies in the game industry abroad. The interviews were published **between April 2024 and early 2025**.

I'm in charge of editing, subtitling and spicing up each interview, as well as uploading them to YouTube.



EVENT ORGANIZATION

This year I also got involved in a five-days long **live event at Gamescom 2024** (August 21-25, Cologne). Together with Games From Spain, I managed several aspects of their first-ever stage in Hall 10.2 (E039). This job involved **proposing and coordinating activities, supervising the shows** and **assisting the technical team** during livestreams. You can watch all the activities on YouTube!

It'd be great if you checked the one below first. This is the most important debate I've moderated to date and, frankly, I had a great time chatting with The Game Kitchen, Vermila Studios and Bowl of Tentacles.





BONUS:

CONTENT CREATION

CONTENT CREATION

Between late 2023 and early 2024, I considered making my way as a content creator in Spanish. I focused my activity on Twitch and TikTok, mainly with let's play series about my favorite games (Yakuza/Like A Dragon, chinese fantasy, cozy titles). As of April I stopped livestreaming to focus on my master's studies.



Twitch: <https://www.twitch.tv/samsempere>

YouTube: https://www.youtube.com/channel/UCmElpwaSDuh_iAMoeKS3o1A

TikTok: <https://www.tiktok.com/@samsempere>



THANKS FOR YOUR TIME

Let's get in touch:

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+34 695 504 173



samsempere