

# GEORGINA RIOJAS

## GAME PRODUCT MANAGER

### CONTACT

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### EDUCATION

Bachelor of Arts  
Marketing  
San Jose State University  
2015 - 2019  
San Jose, CA  
GPA: 3.6

### SKILLS

Digital Marketing  
Project Management  
Written and Oral  
Communication  
Teamwork and  
Collaboration  
Self-starting  
Driven and Motivated

### CAREER OBJECTIVE

As a life-long lover of all forms of gaming, I have shaped my professional career around the life cycle of games. I am a soon-to-be marketing graduate with a passion and history of product management in both MedTech and gaming. I am eager to join a team of driven and motivated people and to flex my product management and digital marketing muscles in a full-time role.

### WORK EXPERIENCE

#### Game Product Manager Intern

Electronic Arts

September 2018 - current / Remote

- Conducted market research on 33 competing product assortments/industry trends
- Collaborated with 4 rotating teams and provided ideas for growth and business improvement
- Spearheaded competitive research, teardowns, and benchmarks of 16 external games
- Conducted a wide variety of research to support development decisions of 28 projects in 2019
- Created 44 written, concise documents and presentations and presented to multiple game development teams

#### Product Operations Manager Intern

WebMD

June 2017 - September 2018 / Cupertino, CA

- Collaborated with 2 development teams in learning strategy, rapid prototyping, requirement gathering, and writing 100% of user stories
- Contributed to 3 designated projects and initiatives to meet business objectives
- Reported development and analytics of 4 cross-functional internal teams
- Shadowed 11 senior product operation managers to learn and grow in other functional areas
- Collaborated on 4 roadmaps to prioritize competing demands across multiple stakeholders
- Crafted, built and implemented 2 comprehensive programs as part of greater sales enablement efforts