

# Paul Todkill

## MARKETING SPECIALIST



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## EDUCATION

### BACHELOR'S DEGREE, BCom Marketing

University of Ottawa  
2011-2016

## SKILLS

- Brand Development
- Marketing Strategy
- Influencer Marketing
- Team Leadership
- Content Development
- Public Relations
- Social Media Marketing
- Writing & Editing
- Budgeting and Planning
- Microsoft Suite
- Adobe Suite

## LANGUAGES

**ENGLISH** | Fluent

**FRENCH** | Conversational

## PROFESSIONAL PROFILE

Over the last 7 years, I have had the opportunity to hone my skills and develop a wealth of experience across a broad spectrum of marketing and social media disciplines. I recently led a global team of 25+ employees, overseeing the ideation, creation, and execution of marketing and social campaigns across a wide range of gaming and esports products. I have worked directly with publishers like Riot Games, Activision, Tencent, and more; creating fun, engaging, and compelling fan experiences.

## WORK EXPERIENCE

### DIRECTOR OF MARKETING - NORTH AMERICA

ESLFACEIT Group, Burbank, CA | Jan 2022 – Sept 2023

Led Marketing and Brand initiatives for the ESLFACEIT Group in North America, working primarily on DreamHack festivals. I also worked as the Global Marketing Lead for the Snapdragon Pro Series—the world's largest multi-game mobile esports competition.

- Developed and refined the DreamHack brand in North America, creating the company's largest events to date.
- Managed 5 regional Marketing teams coordinating 10+ live events per year.
- Worked with the Partnerships team to craft compelling sales materials and brand integration opportunities.

### PRODUCT MARKETING MANAGER

ESLFACEIT Group, Burbank, CA | Aug 2018 – Dec 2021

This hybrid role saw me supporting both the Product and Marketing teams, working on everything from social content creation to live broadcast production.

- Ideated and executed ESL's "Owned and Operated" products.
- Worked with the Sales team to develop unique and creative Product and sponsorship entitlements.
- Coordinated product marketing initiatives and managed the North American Influencer Marketing program.

### SALES AND MARKETING LEAD

GamerLink Inc, London, ON | Aug 2016 – March 2018

Grew a gaming social media startup from 10k to 1M users in the span of two years while developing innovative influencer marketing techniques.

- Created and managed all marketing and user acquisition initiatives.
- Guided and maintained all social media channels.
- Oversaw community outreach and partnership programs.