ALEXANDRIA SORENSON

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EDUCATION

Game Development and Interactive Design, Production Concentration   Expecting May 2027
Business Administration   Expecting May 2027
University of Southern California, School of Cinematic Arts and **Marshall School of Business**   Los Angeles, CA
Honors: Presidential Scholar, Dean's List

SKILLS

- **Technical:** Programming (C++, C#), business development, revenue strategy development, UX testing
- **Organizational:** Notion, Jira, Asana, Trello, Microsoft Office, Google Workspace, Agile, Scrum
- **Personal & Interpersonal:** Project management, high-level timeline construction and execution, task assignment, team management, professional communication, flexibility, event planning, user research, experience design

WORK EXPERIENCE

USC Games   January 2025 - Present
Associate Producer
- Supervises and delegates to the design, marketing, and usability teams, acting as the primary communicator of their progress and blockers to the executive producer
- Synthesizes internal project goals and external faculty milestones into comprehensive sprint timelines for each team, pivotal references for the ultimate completion status of the project
- Directs the marketing team in the conducting of market evaluations, the rollout of social media campaigns, and in market penetration strategy development

USC Games
Lead Producer   June 2024 - Present
- Leads a team of 25 through the full production cycle of an ambitious master's thesis project within the scope of sixteen months, with macro responsibilities including high-level and low-level timeline construction, pipeline management, recruitment, documentation, and quality review
- Interfaces with the director regularly to communicate development progress, synthesized from playtest data, individual team reports, and trajectories, towards the thorough execution of a user-oriented high-level vision
- Delegates and oversees sprint tasks to all team members in the meeting of internal and external milestones set to minimize crunch time and encourage timely decision making

Elemental Computing, Inc.
Business Development Associate   May 2024 - August 2024
- Proposed a disruptive shift in company messaging in response to conducted analysis of performance statistics, later championing this change throughout brainstorming and implementation
- Utilized best marketing practices in communication with prospective and current clients, including acquiring an intimate understanding of the company's SaaS product
- Attended frequent meetings with C-suite executives, leads, and clients to observe and participate in the game development process from a business perspective

Game Developers Conference
Conference Associate   March 2024
- Studied firsthand the logistics of organizing, executing, and maintaining a conference attended by over 30,000 people on an accelerated timeline in order to best support superiors, peers, and guests
- Practiced attention to detail and communication skills in providing stellar customer service to guests, including when off shift and of my own drive to see the conference thrive
- Absorbed over a dozen hours of presenter talks, game postmortems, and hands-on workshops, including a full-day workshop for project management