

Amanda Gorecki

Highly motivated and passionate creator, gamer and writer with 11 years of retail experience in the consumer electronics industry and five in esports and games media. Seeking to leverage my experience working in fast-paced environments, work ethic, interpersonal skills, and willingness to learn to gain employment in Social Media, Community, Writing or Public Relations roles.



WORK EXPERIENCE

2020 to Present

Gaming Access Weekly

Sr. Community & Social Media/Writer

- Collaborated with an editorial team of five to produce news about the biggest events in video games.
- Spearheaded development of social strategy during events like E3, Summer Game Fest, and Opening Night Live, resulting in an average of 20% more engagement on social channels.
- Researched industry trends and news stories to create engaging content to drive traffic to our Substack.

2010-2012;
2019-2021

Best Buy

Front End Leader + Various Sales Roles

- Instructed and coached over 20 new hires on Front End operations of the store, including customer service and register duties.
- Facilitated training/coaching sessions to ensure employees understood financing offers and policies.
- Established rapport with 500+ customers through providing personalized product recommendations and tech expertise.

2015-2016

OpTic Intel

Staff Writer

- Researched players, coaches, teams, and team strategies to inform the content I created.
- Utilized social media to measure the sentiment of the *Call of Duty* community to gain a better picture of the kind of written content to create.
- Crafted compelling and factually accurate esports content, ranging from event recaps to player profiles.

2012-2019

GameStop

Sr. Game Advisor + Assistant & Store Leader

- Received "Service Champion" recognition three times for achieving the highest scores on guest surveys measuring quality of service standards, and product knowledge.
- Directed, trained, and managed a staff of 10, assisting them to create and make goals for company metrics.
- Handled customer-service systems including POS, sales, and inventory management.



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Grand Forks, North Dakota



SPECIAL EXPERIENCE

February 2023 | Women in Games International Mentorship Program
Mentee



SKILLS & KNOWLEDGE

- Time Management
- Interpersonal Communication
- Collaboration
- Teamwork
- Organization
- Problem-Solving
- Social Media
- Livestreaming
- Adaptability
- Customer Experience
- Adobe Photoshop
- Adobe Premiere Pro
- Audacity
- Buffer
- Canva
- Google Suite
- Microsoft Office
- Open Broadcaster Software
- Substack
- Trello



EDUCATION

University of North Dakota, *Grand Forks*
Bachelor of Arts in Communications

Summa Cum Laude // GPA 4.0

Certificates in Social Media Strategy, Digital Media Production, Sports Communication

-Dean's List, President's Honor Roll

University of Minnesota, *Morris*

B.A in Political Science/Sociology

GPA 3.34

-Dean's List