

KELLSAI'S CAREER MAP

Graduate from Full Sail University

Time in Role: 2–3 years

What it is: Completing a degree focused on the business side of games, including marketing, esports, community strategy, and project management.

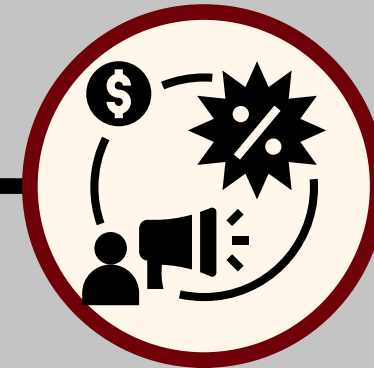
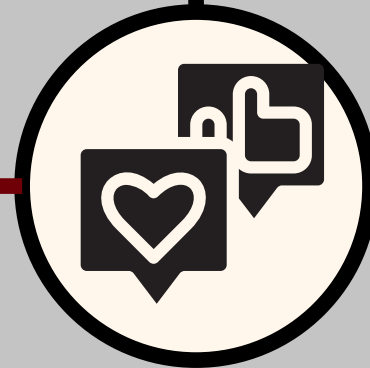
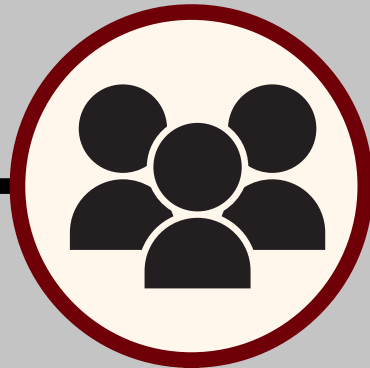
Connection to Goal: Provides the academic knowledge and credentials needed for professional marketing roles. Also helps build a portfolio, gain internship experience, and connect with industry professionals.

Social Media Specialist / Community Lead

Time in Role: 2–3 years

What it is: A more advanced role focused on growing audiences, creating content, managing community strategies, and analyzing engagement metrics. May include team supervision.

Connection to Goal: Develops leadership, strategic planning, and analytical skills needed to manage larger marketing campaigns and lead cross-functional teams.



Discord Moderator / Community Volunteer

Time in Role: 1–2 years (concurrent with school)

What it is: A volunteer role managing online gaming communities, moderating conversations, enforcing rules, and creating engagement opportunities.

Connection to Goal: Builds foundational skills in communication, conflict resolution, and player interaction, all of which are essential for marketing and audience growth.

Community Manager (Entry-Level Role)

Time in Role: 1–2 years

What it is: A paid role overseeing community platforms, engaging with players, creating social content, and acting as a bridge between the company and its audience.

Connection to Goal: Teaches real-world application of community and marketing strategies, helping you understand player behavior, feedback loops, and brand voice.

Marketing Manager (Goal Role)

Time in Role: Long-term (achieved within 5–7 years)

What it is: A leadership role where you oversee marketing strategies, manage campaign rollouts, and lead brand storytelling across multiple platforms.

Connection to Goal: This role is the result of all prior steps, combining community experience, digital strategy, and leadership into a position that drives game or brand growth.

REFERENCES

FlipbookPDF. (n.d.). 100 Jobs In Esports. FlipbookPDF. Retrieved July 11, 2025, from <https://www.flipbookpdf.net/web/site/0f69cbe0b3ab4127778010bc84c0383f86c1f5a5FBP25582848.pdf.html#page/1>