

Benjamin Smith

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SUMMARY

Marketing, production, and product-operations hybrid with deep experience helping independent game studios move from development through launch and live operations. Helped publish and market 75+ indie games in under 18 months at indie.io while serving as the full marketing/project manager for roughly half of that catalog. Strong background in developer relations, release coordination, storefront strategy, platform workflows, KPI review, and AI-assisted internal tooling that reduces operational drag for small teams.

EXPERIENCE

Marketing Manager / Project and Product Manager

indie.io

February 2025 - May 2026, Remote

- Helped publish, market, and project manage 75+ indie games across PC, console, and mobile within an 18-month period.
- Served as the primary marketing and project lead for roughly half of the catalog, managing developer relationships, release schedules, campaign execution, and cross-functional coordination.
- Built and executed title-specific marketing strategies informed by audience insights, platform goals, wishlist trends, sales performance, and campaign analytics.
- Led storefront and launch operations across Steam and other platforms, including store setup, localization, festival participation, PR assets, launch communications, and post-launch support.
- Developed AI-assisted internal tools and workflow automations that streamlined marketing operations, developer communications, reporting, and release management.

Producer/Production Manager

Lillymo Games

February 2021 - February 2025, Remote

- Managed platform submission workflows for PlayStation, Xbox, Nintendo, and Steam, including metadata, assets, pricing, promotions, certification readiness, and catalog updates.
- Reduced submission and approval friction by improving coordination between developers, platform holders, and internal stakeholders.
- Collaborated with platform representatives to resolve publishing issues, negotiate promotions, and improve visibility for releases.
- Implemented internal processes for build readiness, certification scheduling, task communication, and release tracking, improving operational consistency for a small studio.
- Helped prioritize platform capabilities, services, and tools that improved time-to-market, developer efficiency, and release stability.

Partner

Lambsmith PR

February 2019 - Present, Remote

- Partner with independent game studios and media creators on PR, launch planning, campaign positioning, and audience development.
- Develop press materials, pitches, messaging, and outreach plans tailored to each game's genre, audience, release timing, and platform strategy.
- Coordinate review opportunities, creator/media outreach, event coverage, and launch communications across indie game campaigns.
- Advise clients on store page presentation, key beats, announcement timing, and practical marketing workflows for small teams.

Producer

Last Stand Media

December 2020 - January 2025, Remote

- Led scalable production workflows for a high-volume podcast and video content operation, improving consistency, turnaround time, and quality control.
- Coordinated live events, including logistics, technical requirements, scheduling, and talent coordination.
- Oversaw community engagement initiatives and supporter-facing communication to strengthen audience interaction.
- Collaborated across audio, video, publishing, and community functions to ensure reliable content delivery across channels.

Editor-In-Chief

Handsome Phantom

December 2016 - September 2022, Remote

- Led editorial operations for a team of writers and creators producing game reviews, previews, podcasts, interviews, and features.
- Built publishing schedules and editorial processes that maintained consistent output and quality across multiple content formats.
- Cultivated relationships with developers and PR representatives to secure review opportunities, early access, event access, and coverage opportunities.
- Coordinated press access and industry event coverage aligned to audience interests and editorial priorities.

Partner/Owner

Reclamation Brewing Company

August 2013 - September 2022, Butler, PA

- Built and managed operational systems for payroll, scheduling, accounting, staff management, vendor relations, and day-to-day business administration.

- Established partnerships and local marketing efforts that supported revenue growth, brand consistency, and community visibility.
- Collaborated with internal stakeholders on budgeting, financial planning, compliance, and operational decision-making.

Mayor

City of Butler, Pennsylvania

January 2018 - January 2022, Butler, PA

- Led cross-departmental city operations, budget planning, public safety coordination, stakeholder communication, and long-term development initiatives.
- Built structured communication and reporting practices to improve transparency, coordination, and organizational follow-through.
- Collaborated with regional partners, state organizations, city staff, and community stakeholders to align resources and address operational challenges.

Senior Admissions Counselor / Senior Financial Aid Counselor

Geneva College

August 2010 - September 2016, Beaver Falls, PA

- Managed recruitment and financial aid workflows for prospective and current students.
- Improved communication efficiency through redesigned informational materials, presentations, and social media outreach.
- Ensured compliance and accuracy for state grant programs and institutional financial systems.
- Developed strategies to support student enrollment, retention, and cross-departmental coordination.

EDUCATION

Master of Arts, Higher Education

Geneva College • Beaver Falls, PA • 08/2014

Bachelor of Science, Business Administration

Minor in Management, Marketing, Finance • The Pennsylvania State University • State College, PA • 05/2010

CERTIFICATIONS

Claude 101

Product Management Basics

Pendo

Claude Code 101

Claude Code in Action

AI Fluency
