

Eric McConnell

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EDUCATION

2020-present	TUCK SCHOOL OF BUSINESS AT DARTMOUTH <i>Candidate for Master of Business Administration degree, June 2022</i>	Hanover, NH
2009-2011	CLEMSON UNIVERSITY <i>M.S. Computer Science</i> Secretary for Computer Science Graduate Student Association, Judo Club, Wrestling Club	Clemson, SC
2005-2009	WESTERN CAROLINA UNIVERSITY <i>B.S. Computer Science, Minor Mathematics</i> Kendo Club President, Amateur MMA Fighter, Amateur Boxer	Cullowhee, NC

EXPERIENCE

2020-present	McCONNELL LLC <i>Founder, Independent Game Developer</i> <ul style="list-style-type: none">• Independent Game Studio• “Anti-Hack” (2020) - iOS, Android puzzle game	San Francisco, CA
2019-2020	WARNER BROTHERS GAMES <i>Senior Product Manager, Central Product Management</i> <ul style="list-style-type: none">• Drove portfolio strategy across all Warner Bros. console and PC games through P&L forecast, competitive analysis, and live-ops planning• Lead market research and game development strategy with senior leadership to determine which Brands (Mortal Kombat, Looney Tunes...etc) to use for upcoming game releases across both console and mobile games in the WB portfolio• Collaborated with WB Games studios, partner studios and live games to optimize and develop future revenue opportunities within existing games	San Francisco, CA
2018-2019	GOOGLE <i>Product Manager, Google Assistant Org</i> <ul style="list-style-type: none">• Drove the development of Google Assistant discovery and external deep links by coordinating with engineering leadership and global partnerships team to drive more usage and business onto the Google Assistant• Established new metrics, reports and dashboards as a part of the Google Assistant’s Analytics offering for both Google Assistant leadership and external developers on the platform• Led the prioritization and roadmap for all of Google Assistant’s developer SDK and API	Mountain View, CA
2016-2018	ZYNGA <i>Product Manager, Match-3 Org</i> <ul style="list-style-type: none">• Responsible for leading all side-content events and meta-game game systems• Drove design, analytics and engineering that led to a 50% increase in daily revenue• Optimized live content through building engagement & revenue funnels and conducting A/B tests• Collaborated with central marketing and user acquisition teams to improve return on ad spend and installs by 11% through a framework based on player lapse and likelihood to spend <i>Senior Software Engineer (2017)</i> <ul style="list-style-type: none">• Lead engineering efforts on multiple gameplay features that resulted in 20% increase in weekly revenue• Managed 3 engineering summer interns <i>Software Engineer - Server (2016)</i> <ul style="list-style-type: none">• Developed server-side code for gameplay logic of all Zynga’s Social Casino games• Social Casino content developed was realized in over half a million in daily revenue	Carlsbad, CA

2014-2016	ROCKSTAR GAMES <i>Technical Game Designer</i>	Carlsbad, CA
	<ul style="list-style-type: none"> ● Game design and programmer dual role on Red Dead Redemption 2's Online Multiplayer team ● Led a team of 3 technical game designers in the development of Red Dead Redemption 2's game economy (packages, price points, sinks), the design of game systems to support real money transactions and the extension of existing game content to support long term engagement ● Identified key monetization opportunities through analyses and game system design in Grand Theft Auto Online that allowed the game to enjoy 5 years of being a top 10 grossing game 	
2013-2014	3D SYSTEMS <i>Application Developer, Cubify (Home 3D Printer Org)</i>	San Francisco, CA
2013	CROWDSTAR <i>Software Developer</i>	San Mateo, CA
2012-2013	ANDOVER GAMES <i>Game Programmer</i>	San Francisco, CA
2011-2012	UNIVERSITY OF SOUTHERN CALIFORNIA <i>Game Programmer, Institute for Creative Technology</i>	Playa Vista, CA

PERSONAL

- Japanese - Intermediate
- Certified Ethical Hacker, EC Council
- Security+, CompTIA
- MMA Judge Certification, C.O.M.M.A.N.D.
- Podcast Host - This Week in Games, <https://thisweekingames.com/>
- Blog - Game Design After Hours, <https://gamedesignafterhours.com/>