

# Marla Anyomi

1833 Corinth Ave., Apt. 9

Los Angeles, CA 90025

[marla@flummoxed.org](mailto:marla@flummoxed.org) – 310.927.9608

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8 year veteran of the video game industry participating in both the console and mobile environments.

Strong project management skills with proven track record of successful internal and external interactions, attention to detail, and project delivery.

Experienced operational skills in establishing processes and managing teams locally and globally based.

## PROFESSIONAL EXPERIENCE

*ELECTRONIC ARTS - MOBILE (Formerly JAMDAT MOBILE) • Los Angeles, CA • 2004 – 2009*

### Senior Manager, Distribution – Americas

#### *Operations Management*

- Manage the day to day operations of a 10 person submission team (including 2 Channel Supervisors) with work covering 6 internal channels, 25 BREW channels, and 30 J2ME channels within the Americas
- Accountable for budgetary, staffing, and resource considerations for the department
- Identify risks and challenges and work closely with Senior Management to address these needs
- Analyze, develop, and implement new processes to establish more efficient business practices critical to the ongoing growth of the company
  - Played a key role in identifying and developing a process to outsource the data entry function for internal channels to India. – this outsourcing allowed for the creation and/or updating of all skus since February of 2007 without need of additional internal resources

#### *Strategic Partnerships*

- Partner cross-functionally with Production, Operations, Sales and Marketing departments to implement Distribution's processes and procedures throughout the company
- Ensure that special projects (i.e. SMS Campaigns, More Games, etc.) requiring Distribution's support and maintenance (via internal channel submissions) are completed and meet stakeholder's (external or internal) tasks requirements

#### *Project Management*

- Completed WAP projects: T-Mobile hosted deck, CES 2008 RIM Blackberry free game promotion, and Sprint Arcade WAP landing page.
- Completed mobile game projects: Amobee ad-trial program for ATT, R4 ad-trial program for Sprint
- Completed North American product launch of Tomb Raider Underworld (all major carriers)
  - Worked directly with Eidos Interactive to deliver 300+ skus to all major North American carriers in 6 months

### Distribution Channel Supervisor

#### *Operations Management*

- Supervised a 7 person team responsible for submission of contents through various channels both externally and internally (hosted BREW and J2ME carriers in North and South America)
- Project managed the incoming flow of regular product launches, handset launches, and special projects requiring distribution of content to existing channels
- Responsible for reporting submission metrics to Senior Management
- Responsible for analyzing risks and troubleshooting issues involved with submission process, as well as reporting any issues to Senior Management
- Developed, documented and implemented new processes to enhance the quality, efficiency and level of service of the submissions function
- Contributed to the design, testing and implementation of the department's Submission Tracker system, which has streamlined the storage and organization of submission data, in addition to providing reporting metrics and status information on submitted content

## PROFESSIONAL EXPERIENCE (cont.)

### ELECTRONIC ARTS - MOBILE (Formerly JAMDAT MOBILE) • Los Angeles, CA • 2004 – 2009

#### **Distribution Coordinator / Lead**

- Handled the packaging, submissions, pricing, and tracking of all game, ringtones, and/or wallpaper content to Carriers and distribution channels
- Submitted and priced for all major American BREW and J2ME Carriers, as well as many international carriers (South American and APAC).

### THQ, INC. • Los Angeles, CA • 2001 – 2004

#### **Test Lead, Quality Assurance**

##### **Wireless**

- Managed test teams, developed test plans, and allocated testing resources for any given project
- Loaded games, applications, and wallpapers on various handsets (both BREW and JAVA)
- Checked standards for carriers, specific handsets, and BREW.
- Contributed design ideas for games.

##### **Console**

- Managed test teams, developed test plans, and allocated testing resources for a given project
- Checked TRCs, TCRs, and guidelines for First Party Submissions
- Updated project status reports, bug reports, and evaluations of latest builds submitted to QA
- Responsible for authoring risk analysis documentation for a given project
- Ensured the setup and organization of databases within the QA database system

### CRAWLSPACE, INC. • Los Angeles, CA • 1999 – 2001

#### **Assistant Project Editor**

- Responsible for the design, development, and implementation of The Witching Hour and Steampunk mini-websites for ChrisBachalo.com
- Updated content for TombRaiderOnline.com and ImagesCentral.com
- Responsible for the moderation and administration of Crawlspace's Message Boards

## OTHER INTERESTS

### ***Spitefuls LLC* (www.spitefuls.com)**

- E-Commerce business specializing in t-shirts, buttons, journals, and greeting cards
  - Created and developed all products and website designs; website coding

## EDUCATION

- **CLEMSON UNIVERSITY Clemson, SC • 1997- May 2001**
  - BS Computer Science Graduating with General Honors
  - Applications emphasis in Fine Arts

## COMPUTER SKILLS

### **Programming**

- Experience with Java, C, C++, CSS, XML, SQL, CGI, PERL, and PHP
- Experience working in Windows, MAC, and UNIX environments

### **Software**

- Microsoft Office Suite, Adobe Acrobat, Adobe PhotoShop, Adobe Illustrator, BREW Tools Suite, iDEN Web Java Application Loader, GX20 Handset Manager, and JIRA (bug tracking system)
- Experience with Microsoft Project, Adobe PageMaker, Macromedia Dreamweaver, Macromedia Flash, Autodesk Maya, and Microsoft Visual SourceSafe