

# Marla Anyomi

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Ten year veteran of the video game industry having managed teams locally and globally in console, mobile, and MMO environments.

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

## PROFESSIONAL EXPERIENCE

SIX DEGREES GAMES, INC • Los Angeles, CA • 2009 – Present

### Director, Project Management

#### Project Management

- Direct and manage project development from beginning to end of product and features' life cycles
- Define project tasks, milestones, and deliverables that support project delivery in collaboration with senior management and stakeholders.
- Liaise with project stakeholders on an ongoing basis and help clear blockers or conflicts when necessary. Develop contingency plans when necessary. Develop and deliver progress reports.
- Facilitate daily stand up meetings with the development team as well as post-project retrospectives

#### Release Management and Deployment

- Content commitment sign off on main code branch
- Create builds and deploy to proper environments (QA, Dev, Stage, etc) for QA verification
- Accountable for live content pushes: Develop and communicate push schedule to company, oversee actual push to live process including running push scripts for build and content deployment, coordinating push verification with QA, and communicating post-push documentation to company

#### QA Management and Data Entry

- Responsible for management and staffing of test team, develop test plans, and allocate testing resources for given projects
- Work cross-functionally with Product to determine project schedules and milestones
- Develop a process and documentation with Community Management to reduce turnaround time for weekly launches of virtual goods and content
- Ensure virtual goods and content are entered into the CMS (content management system), tested, and deployed on the site

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
- 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 the stakeholder's tasks requirements

### Project Management

- 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
- 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

### **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)
- 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
- 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

### 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

### **EDUCATION**

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

### **COMPUTER SKILLS**

#### **Programming**

- Experience with Java, C, C++, CSS, XML, SQL, CGI, PERL, AS3, 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, SVN, Unfuddle, and JIRA (bug tracking section)
- Experience with Microsoft Project, Adobe PageMaker, Macromedia Dreamweaver, Macromedia Flash, Autodesk Maya, SVN Tortoise and Microsoft Visual SourceSafe