



TREVOR (TJ) BECKHAM

Freelance Marketing & Game Designer

About Me

Howdy! I'm TJ, a marketing Swiss Army knife with 6+ years in PR and Digital Marketing. Now, I'm back in school for game design. I'd love to blend my love for games and marketing to make and sell games!



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hello@reallygreatsite.com



@TrevorEBeckham



trevorbeckham.com



marketingtogamers.com

Skills

Digital Marketing	<div style="width: 100%;"></div>
Influencer Marketing	<div style="width: 100%;"></div>
Social Listening	<div style="width: 100%;"></div>
Project Mgmt.	<div style="width: 100%;"></div>
Community Mgmt.	<div style="width: 100%;"></div>
Presenting	<div style="width: 100%;"></div>
Game Design	<div style="width: 75%;"></div>
Programming (C#)	<div style="width: 50%;"></div>

Hobbies



Video Games



Astronomy



Video Games



Lego

Experience

Marketing to Gamers | Owner/Publisher
2020 - Present

I established Marketingtogamers.com as a freely accessible online platform. Its goal is to help brands understand the gamer demographic, offer insights on marketing strategies, and highlight successful approaches taken by other brands.

Glenn Davis Group | Digital Marketing Manager
2023 - 2024

Supervised client accounts and teams in digital marketing, overseeing content creation and strategy implementation for various channels like paid social, paid search, social listening, programmatic, and influencer marketing.

Swerve PR | Account Manager - PR & Digital
2022 - 2023

Managed PR tasks like media pitching, event planning, and influencer campaigns for brands like Razers, Jazwares, and Mattel. Grew digital business for clients such as Tineco and In-Store Water Systems using organic and paid social media, search, and display advertising.

North Strategic | Account Manager
2018 - 2022

Some of my responsibilities for clients like PlayStation, Ubisoft, Sobeys, and others include social media advertising, community management, influencer collaborations, and media relations.

Education

Mohawk College
Advanced Diploma - Game Design
2024 - 2026

Humber College
Advanced Diploma - Public relations
2015 - 2018

Awards

Level Up Toronto 2024 | 2nd Place - Best Overall Game
Competed against 150+ student teams, winning second place for our game "Bedlam Brothers". I led project management and level design and assisted in programming, and art during the 4-day development.