



Rhys Constance

Community and
Engagement | Strategic
Marketing | Brand Loyalty

Contact

 (+358) 458-646-046

 constancerhys@gmail.com

 [linkedin.com/in/rhysconstance](https://www.linkedin.com/in/rhysconstance)

Languages

English - Native

Finnish - Conversational

Japanese - Basic

Highlights

* Portfolio

rportfolio.com

* 6 Mobile Game Launches:

- [Garage Empire](#)
- [Racing Heroes](#)
- [Boom Karts](#)
- [LEGO Hill Climb Adventures](#)
- [Hill Climb Racing+](#)
- [Hill Climb Racing: Lite](#)

* Microsoft MVP Award ("[Most Valuable Professional](#)") - Issued by Microsoft Xbox 2018, 2019 & 2020.

* Fingersoft's 10th anniversary "[Hill Climb Racing Orchestral Theme](#)" + complete OST releases & vinyl - Original concept & Project owner.

* [Fingersoft.com](#) website + Online store copywriting and development - including company motto, taglines and employment values.

Professional Experience

September 2023 – January 2025

Head of Community & Engagement at Fingersoft Ltd.

- Oversaw a 50-70 million MAU F2P community across multiple live-service mobile games with over 2.5 billion installs, catering to diverse player interests from casual to hardcore, single-player PvE to multiplayer PvP.
- Managed a diverse international team of community managers, artists, client companies, localising partners, and outsourcing partners, including large-scale brand collaborations between LEGO, Konami and others.
- Spearheaded community strategy for Fingersoft while implementing community engagement strategies, aligning community goals with broader organizational objectives and strengthening brand presence across multiple platforms, services and game titles.
- Developed community engagement and support, ranging from pre-release hype to post-launch and product sunset for the launch of 9 separate mobile titles.
- Played a pivotal role in PR and marketing through creative direction and copywriting, contributing extensively to games and products by crafting impactful marketing slogans, developing the company motto, merchandise development and shaping immersive game lore that resonated deeply with the community.
- Orchestrated in-person and virtual player events at major trade shows, including Gamescom, Tokyo Game Show, and online platforms, enhancing player engagement and brand visibility through immersive experiences and interactive community sessions.

July 2018 – September 2023

Community Manager at Fingersoft Ltd.

- Hired as the company's first Community Manager to build and grow the community from the ground up, successfully establishing foundational strategies and engagement practices, later promoted to lead and oversee the entire Community department as it expanded.

2010 – 2018

Influencer / Freelancer / Community Developer Self-Employed

- I was a self-employed freelancer and influencer in the games industry. I was involved in several projects, including (but not limited to):
 - Reddit moderator for multiple subreddits, including the largest gaming community on the internet [/r/Gaming](#) (44 Million Subs). I organised 50+ game studio AMA (Ask Me Anything) community events.
 - I worked with Microsoft to promote the Xbox One family of consoles and participated in their MVP (Most Valuable Professional) program.
 - Created and co-hosted the official Xbox One Reddit podcast "Party Chat." On air, I interviewed over 40 different developers and industry personalities. It was one of the top 30 most popular gaming podcasts in the UK.
 - Facebook ads, marketing, adroll, community and copywriting for a US-based online retailer, "Wizardry Foundry", with 3 separate storefronts specialising in gaming and anime merchandise

August 2016 – December 2017

Marketing Manager at Twin-Trading

- I was the Marketing Manager for a German/Finnish trading company that handled imports and ran a coffee roastery. I owned the marketing for all four of their sub-brands: Twin-Trading, Brockmuller Spedition, Holmen Coffee, and H2H Supplies.