ANDY GROSSBERG

andy.grossberg@gmail.com
linkedin.com/in/andy-grossberg-5b0679322
www. andygrossberg.com (NOTE: this is a working progress!)
(503) 659-5626 (home)
(415) 317-1569 (cell)

Professional Summary

Versatile content strategist, writer, and game designer with expertise in **SEO-driven content**, **AI tools**, and **interactive media**. Proven ability to manage cross-functional teams, develop digital products, and enhance user engagement across web, gaming, and entertainment platforms. Skilled in **content strategy, game development, and full-stack programming**, with a track record of **driving traffic, improving engagement, and creating immersive digital experiences**.

Core Skills & Expertise

- **Technical Skills**: JavaScript (Node.js, Angular), C#, .NET, SQL, Unity (2D), AI Prompt Engineering
- **Content & Media**: SEO Writing, Editing, Content Strategy, CMS (WordPress, Webflow)
- **Design & Development**: Adobe Creative Suite, Web Production, UX/UI Principles
- **Project Management**: Agile Development, Business Development, Team Leadership

Professional Experience

October 2024 – Present
Various Clients, Remote – **Freelance Comic Letterer**

- Letter, format, and traffic comic book pages for diverse clients in the publishing industry.

May 2024 – September 2024
Boost Web Results, San Diego (Remote) – **SEO Article Writer/Editor**

- Created and optimized **30+ SEO articles**, increasing organic traffic by **25%** for client websites.
- Developed **engaging blog content** that improved user retention and drove **10,000+ monthly visits**.

December 2023 – April 2024
Macroverse, Los Angeles (Remote) – **Freelance Comic Writer**

- Created and plotted a **four-issue comic miniseries**, establishing world-building and character development.
- Authored an extensive **world bible** for a licensed intellectual property.

January 2023 – November 2023
Zilla Labs, San Diego (Remote) – **Game Designer**

- Designed and programmed **Space Mermaids**, a **2D Web3 game** utilizing **HTML5, Node.js, C#, and Unity**.
- Developed in-game mechanics and interactive features, enhancing player engagement.

May 2022 – May 2023
NFTChat, San Diego (Remote) – **Strategic Advisor (Part-time)**

- Advised on **business strategy, world-building**, and interactive storytelling for blockchain-based projects.
- Collaborated with the founder to refine product positioning and engagement strategies.

May 2021 – May 2023
Portland, OR (Remote) – **Freelance World Builder & Content Developer**

- Designed immersive **game worlds and interactive storytelling experiences** for NFT projects, including **DeadHeads, TRI3ES, Roxel Battle, and Colony Online**.

June 2021 – May 2022
Colony, San Diego (Remote) – **Co-Founder, Business Development & Design**

- Co-founded a **Web3-based creative tech company**, developing content for an **MMO** with a **25,000-unit NFT collection**.
- Managed **social media presence** and moderated Discord channels to engage the community.

January 2019 – December 2020
Argentic Software, Portland, OR – **Database Technician (Freelance)**

- Wrote and executed **SQL scripts** to **sort and organize** university library records for **WorldCat system integration**.

October 2018 – January 2021
Collectrus, LLC, Portland, OR – **Owner, CEO**

- Co-founded a **pre-revenue location-based advertising NFT startup**, leading **business development and funding acquisition** efforts.

July 2018 – September 2018
Eyecue Lab, Portland, OR – **Intern – Android App Developer**

- Designed and contributed to programming an **Android application** as part of an **Epicodus job placement program**.

February 2004 – December 2017
Studio Cutie, Portland, OR – **Project Manager – Localization & Editorial**

- Managed multilingual **comic publishing projects**, leading teams **across multiple time zones**.
- Edited and localized scripts, ensuring high-quality **comic lettering and adaptation**.

March 2011 – March 2016
Comic Rocket – **Co-Founder, Chief Creative Officer**

- Led platform growth to **10,000+ users**, developing features to transition webcomics into the **social media age**.
- Focused on business development and maintaining the company's founding vision.

August 2002 – February 2004
EA MAXIS, Walnut Creek, CA – **QA Tester / Lead Tester**

- Led **language localization testing** for **The Sims** on **GameCube & Xbox**.
- Created the official **QA manual** for **EA Redwood Shores**

Education

Epicodus, Portland, OR
Certificate in Programming – Studied JavaScript, Node.js, AngularJS, C#, .NET, SQL, AR/VR, and blockchain technology.

San Francisco State University, San Francisco, CA
Psychology & Computer Science – Focused on human interaction with technology before pursuing a writing career.

ADDITIONAL INFORMATION

Publications & Portfolio: Available at andygrossberg.com
Open to Remote & Hybrid Roles: Content Generation, Game Development, Creative or Technical Writing & Editorial, and QA/Testing