

David Bock

SENIOR MARKETING MANAGER | BRAND STRATEGY, CAMPAIGN DEVELOPMENT & CREATIVE DIRECTION

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PROFILE

Marketing and creative leader with 10+ years of experience spanning brand strategy, product marketing, and creative direction for consumer products and tabletop games. Connects strategy and execution end-to-end — shaping positioning, building campaigns, directing creative, and managing channels including Amazon, e-commerce, and crowdfunding. Led a digital product launch that generated more revenue in its first month than the prior full year combined; launched a Kickstarter campaign raising \$25,000+ that led to a successful IP sale; partnered with publishers including Cephalofair, Ravensburger, and Red Raven Games. Comfortable operating as a full marketing department of one, or directing creative teams and external creative partners on larger projects.

CORE SKILLS

MARKETING

Brand Strategy
Campaign Development
Go-to-Market Strategy
Email Marketing
Content Marketing

CREATIVE

Graphic Design
Creative Direction
Art Direction
Copywriting
Adobe Creative Suite

COMMERCE

Amazon Seller Central
Shopify
Kickstarter
Product Launch
Meta Ads

COMMUNITY

Social Media Marketing
Community Management
Convention Management
Influencer Relations
Event Marketing

EDUCATION

PURDUE UNIVERSITY. CLASS OF 2007.

BFA - VISUAL COMMUNICATIONS DESIGN

MINOR - CREATIVE WRITING

EMPLOYMENT HISTORY

Marketing Director

FEB 2026 - PRESENT

NORTHSTAR GAME STUDIO | FULL-TIME · REMOTE (KENSINGTON, MD)

Solo full-stack marketing for a consumer games publisher with mass market and hobby distribution. Own end-to-end brand strategy, convention management, campaign development, social media, community, and e-commerce across a catalog of 15+ titles

- Develop and execute go-to-market strategy for new product launches across e-commerce, retail, and Kickstarter crowdfunding channels using BackerKit for campaign fulfillment
- Manage Amazon Seller Central operations, including listing optimization, Amazon Ads campaign strategy, pricing, and inventory coordination — driving a 41% week-over-week increase in sales and a 52% increase in units sold, including a Buy Box recovery from 49% to 88% on a flagship title
- Plan and execute full convention presence, including environmental graphics, booth design, staffing, demo programming, training, and on-site sales
- Direct all brand creatives, social media content, email marketing via Brevo, and campaign assets.
- Manage Meta Ads campaigns, influencer relationships, and reviewer outreach to drive brand awareness and product sales
- Run community management across social platforms, fostering engagement and loyalty

Creative Director · Owner

NOV 2019 - PRESENT

MADBOC DESIGN STUDIO (FORMERLY GAME BOCKS) | OWNER/FREELANCE · CHICAGO, IL

End-to-end creative direction, brand strategy, and campaign development for game publishers. High-profile clients include Cephalofair, Ravensburger, Red Raven Games, Arcane Wonders, and Incredible Dream. Selected projects: Gloomhaven: Jaws of the Lion, Skull King, Thief's Market

- Lead brand, logo, packaging, and component design from concept through production
- Direct illustrators, photographers, and creative teams across multiple projects through Slack
- Develop asset production, environmental graphics, and marketing for major product launches
- Manage Meta Ads campaigns and social media management to support client product launches
- Provide go-to-market strategy, product positioning, and creative direction for consumer brands
- Lead team of artists to provide illustrations, graphic design, and renders

Marketing Manager and Consultant · Graphic Designer

JUN 2025 - FEB 2026

SON OF OAK GAME STUDIOS | CONTRACT · REMOTE (BOSTON, MA)

Joined as Marketing Consultant to shape the digital launch of Legend in the Mist. Promoted to Marketing Manager to lead communications rollout. Returned to consulting for ongoing support.

- Led the digital launch of Legend in the Mist that client reported generated more revenue in its first month than any prior full year of the studio
- Developed and executed go-to-market strategy including campaign development, copywriting, and content marketing across all channels
- Managed email marketing via Klaviyo, social media marketing, and community management to drive launch awareness
- Managed e-commerce and web development support via Shopify to optimize conversions
- Advised on brand strategy, competitive analysis, messaging, and long-term product positioning

Graphic Designer · Web Developer

MAY 2023 - FEB 2026

RED RAVEN GAMES | FREELANCE · REMOTE (SALT LAKE CITY, UT)

- Managed social media marketing across Instagram, Facebook, and Twitter, producing original photography and consistent brand voice content
- Grew community engagement through content marketing and community management
- Designed marketing materials, product packaging, and game components using Adobe Creative Suite with a consistent brand identity
- Maintained and expanded Shopify and WordPress web presence for cohesive brand presentation

Creative Director · Owner

JAN 2022 - FEB 2026

BINXADINX GAMES | OWNER · REMOTE (CHICAGO, IL)

- Launched Rocket Ranchers: Herding Cats in Space, raising \$25,000 in Kickstarter crowdfunding through go-to-market strategy, campaign development, and community management
- Led full creative direction, brand identity, graphic design, and game development from concept through production
- Managed Meta Ads campaigns, web development, and email marketing communications
- Negotiated IP sale to PickPocket Games, supporting wider market distribution

Lead Graphic Designer

JUL 2024 - APR 2025

PICKPOCKET GAMES | CONTRACT · REMOTE (ATHENS, GA)

- Led creative direction and graphic design for Thief's Market from Kickstarter through retail launch, including packaging design, card templates, icons, and logos in Adobe Creative Suite
- Visual design contributed to a product launch that sold out within 3 months of retail release

Graphic Designer

AUG 2024 - MAR 2025

CRE@TE | CONTRACT · REMOTE (CHICAGO, IL)

- Designed point-of-sale displays, banners, and marketing assets for major beverage brands, delivering high-impact creative across retail environments.

Graphic Designer · Art Director

JUN 2020 - JUN 2021

GRANDPA BECK'S GAMES | CONTRACT · REMOTE (SALT LAKE CITY, UT)

- Led graphic design across seven published games, including product visuals and marketing assets. Directed illustrators to ensure cohesive art direction and brand consistency.
- Contributed to game development and built web presence to support product launches.

Wedding Photojournalist · Owner

DEC 2007 - OCT 2020

CATHY AND DAVID PHOTOGRAPHERS | OWNER · REMOTE (CHICAGO, IL)

- Led creative direction, marketing, and brand development for a boutique wedding photography business, defining visual style, story-telling images, and fostering engaging client experiences.
- Produced internationally award-winning work, trusted by high-profile and celebrity clients.