

ERIC KINGSBURY

*Currently working part-time on freelance writing and game design projects
and seeking full-time work in the game or publishing industries.*

WORK EXPERIENCE

Stratelex Game Design Studio (Phoenix, AZ) 2024 – present

Freelance fiction writer and game designer focused on science fiction and fantasy. Currently have two TTRPG projects under contract with Iron Crown Enterprises and developing my own games and novels. Portfolio on my website at www.stratelex.com

Experian (Scottsdale, AZ) 2014 – 2024

Product Marketing and Market Insights, Software Products

Progressive responsibility in product marketing, strategy, and go-to-market groups of Decision Analytics business, both at the global and North American regional levels. Supported sales teams in client-facing engagements. Laid off in 2024 as part of large corporate restructuring

eBay Enterprise (Tempe, AZ) 2011 – 2014

Creative and Marketing, Online Advertising

Directed creative development and digital marketing teams for ad retargeting division. Our team built innovative, award-winning, data-driven online advertising for national retail clients.

SmartPractice (Phoenix, AZ) 2009 – 2011

Creative Services and Product Development

Directed creative services and product development/innovation groups for US dental and medical supplies company, product design, packaging, print and web. Achieved significant sales growth in new product lines in a down market.

SHR Perceptual Management (Scottsdale, AZ) 2007 – 2009

Marketing Strategy

Marketing strategist and business development specialist for boutique branding consultancy. Extensive business development work, built and executed on a multi-million-dollar book of business, clients included Suzuki, Nike, Audi and PetSmart.

PetSmart (Phoenix, AZ) 2003 – 2007

Store and Online Marketing

Store and online marketing manager for major national retail pet chain. Worked with marketing and offer strategy, segmentation, communications, analytics. Extensive work with in-store display, etc.

EDUCATION

- **MS Strategic Foresight**, College of Technology, University of Houston
- **MBA International Management**, WP Carey School of Business, Arizona State University
- **BA English**, Illinois State University