



DEBORAH SHIN

BRAND STRATEGIST + WRITER / HOME EDUCATOR

CONTACT

LinkedIn:

www.linkedin.com/in/deborahshin

IG: [@home_andbeyond](#)

AWARDS

- David Randall Fuller Prize for Achievement in Electrical Engineering (Duke, 2002)
- Awarded 2003 Outstanding Website & 2004 Standard of Excellence for [Allianz Website](#) (Web Marketing Association)
- Led internal and external agencies to concept and launch award-winning Star Wars: The Old Republic game's cinematic trailers including "[Sacrifice](#)" (2016 Game Marketing Awards for Outstanding Promotional Trailer) and "[Betrayed](#)" (2017 People's Voice Webby Award)

SKILLS/INTERESTS

- Leadership: Public Speaking, Executive/Partner Presentations, Project/Campaign Management, Agency Relations, P&L Ownership, Marketing Plans, Growing/Coaching teams
- Languages: Fluent Korean, Conversational Spanish
- Interests: Literature, Songwriting, Singing, Emotional Intelligence, Education, Health & Wellness

EDUCATION

Yale University – School of Management | New Haven, CT

Master of Business Administration (MBA), 2008; Marketing Strategy

- Clubs: Media and Entertainment Club, Arts and Culture Club
- Course Highlights: Marketing and Brand Strategy, Competitive Strategy, Financial Statements, Negotiations, Arts Leadership

Duke University – Pratt School of Engineering | Durham, NC

Bachelor of Science in Electrical Engineering, 2002; Elementary Education Certificate, 2002

- Clubs: Founder of Sapphire A Cappella, Robotics Club
- Course Highlights: Computer Architecture, Embedded Systems, Digital Signals, Urban Education, Nonprofit Leadership, Civil Rights Movement

EXPERIENCE

May 2024 – Present (Remote, Part-Time)

Archetype Entertainment, A Division of Hasbro | Brand Content Writer

Developing content strategy and writing for marketing activations and growing digital engagement for [EXODUS GAME](#), a new AAA Sci-Fi RPG in development.

August 2008 – January 2019 (Austin, TX, Full-Time)

BioWare Studio, A Division of Electronic Arts Inc. | Sr. Brand Manager

Directed global brand and product marketing for [Star Wars: The Old Republic](#) (SWTOR), a story-based online game with 11M+ players worldwide and \$1B+ lifetime revenue. Owned strategic partnership with Lucasfilm as primary SWTOR brand advocate for over a decade, building trust and investment to grow the longest-running online *Star Wars* game to-date.

August 2002 – May 2006 (Stamford, CT, Full-Time)

Allianz Global Investors Distributors, LLC. | Sr. Web Marketing Associate

Led agency partnership on \$1M web rebranding, optimizing digital journey for brokers/advisors. Spearheaded adoption of web analytics, informing ongoing sales strategy with brokerage firms.