

# Jonathan Ledford

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## PROFESSIONAL SUMMARY

Results-driven Content Producer & Partnered Content Creator with **5+** years leading cross-functional teams in gaming, SaaS, and creator-platform ecosystems. Proven record of scaling digital communities to **40K+** members, shipping high-impact features to millions of users, and executing data-driven LiveOps strategies that increase engagement and retention. Skilled in Agile product delivery, and stakeholder alignment across global teams.

## EDUCATION

### Bachelor's in Science in Communications

Western Governor's University

**Expected Aug 2026**

Millcreek, Utah

**Certificates** | Certified ScrumMaster - Scrum Alliance, Project Management: Professional - Google

## WORK EXPERIENCE

### Partnered Creator

Twitch

**Jan 2023 – Present**

Lexington, KY

- Led **3-person** content team across YouTube, TikTok, and Reels; grew CCV **2000%** with QA workflows
- Orchestrated collaborations and repurposed live content into promos that boosted conversions by **45%**
- Managed brand partnerships; optimized ads and tracking to lift affiliate conversions **15%**
- Automated content scheduling and cross-platform posting, cutting prep time by **25%**
- Developed community events, giveaways and themed campaigns that increased engagement by **20%**

### Content Producer

Blitz App

**Jun 2020 – Jan 2023**

Los Angeles, CA

- Directed product strategy for analytics and education tools serving **2.5M+** monthly users
- Shipped **1,000+** videos from brief to publish with a 5-stage pipeline, Jira tracking, and QA gates.
- Built Lineups feature; boosted retention **20%** via concise VO, faster edits, and short videos
- Led Scrum ceremonies; improved sprint velocity **30%** and cut release cycles by **20%**
- Coordinated marketing and product launches to align feature drops with influencer campaigns increasing DAUs **35%**

### Esports Player

Lazarus Esports

**Mar 2020– Jun 2020**

Lexington, KY

- Competed in top-tier Valorant with three Top **10** finishes, growing brand reach by **12%**
- Delivered gameplay analytics and strategy to enhance tactics and event performance

## PROJECTS

### Lineups Feature | Product Management, Content Production, LiveOps, A/B Testing

**Jun 2020 – Jan 2023**

- Directed end-to-end development, defining requirements, managing sprints, and coordinating cross-functional engineering, design, and QA teams for timely delivery
- Conducted A/B tests on layout, discovery flow, and UX, increasing engagement **18%** in **30** days while partnering with marketing to align launch with influencer campaigns
- Implemented analytics tracking and monitoring to capture real-time user behavior, enabling data-driven post-launch optimization and sustained adoption over time
- Coordinated with QA to streamline bug triage and ensure smooth post-launch stability
- Designed content templates for quick iteration, reducing production time by **20%**

### Headshot Gallery | Content Production, Asset Taxonomy, Player Education

**Jun 2020 – Jan 2023**

- Designed and launched Headshot Gallery for **2.5M+** users with real-time over **500+** curated images
- Established KPIs, pipelines, and retention metrics to guide feature improvements while optimizing performance
- Worked with UX and engineering to refine clarity and boost engagement
- Established taxonomy, naming standards, and metadata to improve search/discovery and maintain content quality
- Created onboarding flows to help new users quickly access and understand data

## TECHNICAL SKILLS

**Product Leadership** | Roadmap Planning, Agile & Scrum, OKRs/KPIs, Risk & Change Management

**Growth & Engagement** | LiveOps Strategy, Player Retention, Community Engagement, Monetization Strategy

**Data & Experimentation** | A/B Testing, Feature Flag Rollouts, Analytics Integration, SQL

**Tools & Platforms** | Jira, Confluence, Trello, Asana, Google Analytics, Gaming APIs, Discord, Twitch, TikTok, YouTube

**Interests** | Gaming, Homelabbing, Dungeons & Dragons, Esports, Technology, PC Building, Tinkering, Woodworking