

# Nathan Johnson

nathan@nattyj.co.uk

## Profile

---

I am a motivated and adaptable graduate with a BA (Hons) in International Esports Business and Digital Media, combining academic insight with practical experience in communications, marketing, and digital community management. My background demonstrates a strong understanding of both the creative and strategic aspects of brand storytelling, audience engagement, and digital media production. Through my work with Minecraft networks such as MineSuperior and Daedric Networks, I have led community communication strategies, developed promotional content, and strengthened engagement across Discord and social media platforms. Alongside my digital media expertise, I hold qualifications in Health and Social Care (Levels 3–5), reflecting a versatile and people-focused approach. I am passionate about creative industries, gaming culture, and digital engagement, and I aim to bring this passion to roles in communications, marketing, or brand development

## Skills

---

- Organisational ability
- Service delivery enhancement
- Demand-driven planning
- Efficient decision-making
- Leadership
- Community Building
- Crisis Management
- Digital Strategy

## Work Experience

---

07-2025 to Present, Director of Operations

*Acheron Interactive,*

- Directed operations across multiple large-scale Minecraft servers (Survival, Skyblock, Prison, and Factions), overseeing multiple staff teams and ensuring smooth performance for tens of thousands of active players monthly.
- Led strategic development and content rollouts, introducing new gameplay systems, seasonal events, and balancing updates that significantly increased player engagement and retention.

- Optimised server performance and staff efficiency, achieving 99% uptime through monitoring systems and developing standardised SOPs that reduced response times by 40%.
- Managed partnerships, community growth, and communication strategies, enhancing brand visibility and player satisfaction through coordinated Discord, social media, and influencer initiatives.

12-2024 to 07-2025, Owner

*ShipwreckMC,*

- Managed a dynamic Minecraft server network with a focus on game design and community engagement.
- Specialized in server management, fostering online communities, and creating immersive gameplay experiences.
- Increased player engagement and retention through innovative features and inclusive environment.

08-2023 to 04-2024, Public Relations Manager

*MineSuperior,*

- Managed MineSuperior's public image and reputation, overseeing social media, crafting announcements, and issuing official community statements.
- Developed and executed communication strategies while coordinating with influencers, content creators, and internal staff to ensure consistent, positive messaging.
- Acted as the primary point of contact for player concerns, fostering a welcoming community atmosphere and engaging directly with feedback.
- Supported server growth through targeted outreach, promotional initiatives, and ongoing community relations that strengthened public trust.

## Education and Qualifications

---

University Campus of Esports, London, ENG

*Bachelor's (Honours)*

- International Esports Business And Digital Media (2:2)

Dissertation in Barriers to implementing Esports in a pre-16 and post-16 Curricula.

## References

---

Available on Request