

WILLA LIM

Willalim.com

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Experience

Production Coordinator: PasspWork ort to Iron City - iam8bit

Los Angeles, August 2018 - April 2019

- Oversaw equipment requisitions and inventory liquidation across teams in 3 major cities simultaneously
- Scheduled, generated, and tracked all notes and outcomes from meetings with 3 internal teams: (1) production design with Troublemaker Studios, (2) technology with TellArt and (3) investors with The Seelig Group
- Coordinated and trafficked all internal asset requests for game production and marketing development
- Researched, pitched, and enacted replica of movie IP merchandise product
- Anticipated potential problems during production and proactively escalated issues to be resolved
- Collaborated with vendors in 3 major cities for inventory in janitorial services and bartending
- Facilitated contractor onboarding paperwork for payroll, timesheets, and billing

Events and Franchise Manager - meleap USA

Los Angeles, January 2018 - August 2018

- Created schedules, managed budget, drafted plans designed for specific AR sport event needs
- Curated events, ranging from grand opening to convention showcases, resulting in new player turnout, social media boosts and new sales leads
- Organized high stakes tournaments with major prizes in order to recruit new players and retain seasoned players
- Trained event staff to successfully showcase international trade shows
- Tripled the amount of followers in North American social media in introductory marketing
- Maximized motivation for franchisees and their staff with an understanding of the needs of their markets and sales targets
- Researched, sourced and negotiated with vendors and suppliers to enhance player experience

Los Angeles Room Regional Manager - Real Escape Game by SCRAP Entertainment

Los Angeles, May 2015 - December 2017

- Established flagship and second Los Angeles locations of Real Escape Game
- Orchestrated event-style games by scouting venues, preparing literature and staffing teams for up to 600 players daily
- Actualized game designer's vision from concept to reality by coordinating construction and drafting ideas and creating pieces to be used in game
- Managed office staff by recruiting, selecting, orienting, and training 30 crew to successfully run escape rooms with up to 100 daily customers
- Streamlined start-to-finish gaming experience including customer check in, introductions by an MC and cues for hint timing, outro and reset
- Created staff schedules, managed monthly budget, implemented strategic marketing plans and oversaw other daily operations
- Actively maintained excellent staff morale through feedback and motivation, with an over 50% 1 year retention rate

Volunteer Experience

Marketing Coordinator and Moderator - IndieCade 2020

Outreach and IndieXChange Intern - IndieCade 2019, 2020

Education

University of California, San Diego, La Jolla, CA - *Bachelor of Arts in Communication and Literatures in English*

Skills

Intermediate Mandarin
Google Suite
Event Planning

Conversational French
Microsoft Office

12+ years of customer service experience
Operations Management