

# Tracie Hearne

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## Community, Social & Marketing Wizard

I have 10+ years of experience leading creative operations, cross-functional workflows, and narrative-driven campaigns at scale across tech and gaming. Proven track record of managing high-volume creative pipelines, aligning stakeholders, and delivering complex launches on time across social, product, and GTM surfaces.

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## Work Experience

### Discord • 2022 - Present

#### **SOCIAL MEDIA PROGRAM MANAGER | AUGUST 2025 - PRESENT**

- Lead program management for Discord's social media channels, managing 10+ high-impact social moments.
- Create automated systems to manage project intake, timelines, & resourcing across internal teams & external partners.
- Develop & scale new social programs including Discord creator program + surprise & delight community initiative.
- Led social moments that helped support \$1M+ revenue campaigns for Discord Shop & Nitro.

#### **SENIOR MANAGER, SOCIAL MEDIA OPERATIONS | AUGUST 2023 - AUGUST 2025**

- Lead strategy, execution + operations for Discord's flagship social channels across TikTok, Instagram, X, YouTube.
- Generated 500M+ organic social impressions from viral content & increased YTD social engagement rate by 15.7%.
- Build cross-functional workflows with Brand, Comms, Creative, and Product for integrated launches.
- Led seasonal social moments: April Fools 2024 campaign, Discord's 9th Birthday, Halloween 2025 campaign.

#### **SENIOR COMMUNITY MANAGER, CONSUMERS | JUNE 2022 - AUGUST 2023**

- Managed Discord's largest server (Town Hall; 450K+ members) and grew engaged users by more than 12%.
- Produced programs (fireside chats, AMAs, surveys) & surfaced critical community + product insights.
- Created community activations that aligned with key brand moments + product launches.

### Corsair • 2017 - 2022

#### **PRODUCT MANAGER, LIFESTYLE GAMING | JULY 2021 - JUNE 2022**

- Owned \$2.5M P&L for new lifestyle gaming category; created product vision via community insights.
- Built multi-year roadmaps; synchronized with Engineering, Procurement, R&D, and Creative.
- Directed GTM launches (Flavor Rush, Enchanted Quest) across web, video, photo, and social.

#### **MARKETING MANAGER, GAMING PERIPHERALS | SEPTEMBER 2019 - JULY 2021**

- Led marketing for flagship peripherals; launched 8+ products/year contributing to \$80M+ revenue.
- Delivered integrated campaigns generating 100M+ impressions/year.
- Supported major partnerships: CORSAIR x T-Pain, Slipstream Wireless, Dolby Atmos, Xbox.

#### **COMMUNITY MANAGER | JANUARY 2017 - SEPTEMBER 2019**

- Ran all social channels (Facebook, Twitter, Instagram, Reddit, Discord); helped grow brand to 1M followers.
- Drove community growth and engagement through creator collabs, constant monitoring, and culturally relevant content.
- Managed \$50K social advertising budget and optimized paid posts across platforms.

### Ubisoft • 2015 - 2016

#### **MARKETING PROMOTIONS SPECIALIST | JANUARY 2015 - DECEMBER 2016**

- Built and managed social + community efforts for Rainbow Six: Siege and Ghost Recon: Wildlands.
  - Hosted events, ran social campaigns, and conducted developer + influencer interviews during major gaming events.
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## Education

### **Bachelor of Science (B.S.) in Journalism**

Liberty University • 2010 - 2014

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## Platform Proficiencies

- **Project Management & AI:** Claude, Claude Code, Asana, Notion, Trello, Forecast, Lexion
- **Social Tools & Editing Software:** Sprinklr, Dash Social, Sprout Social, Looker, Mode, CapCut, DaVinci Resolve
- **Social Platforms:** X (Twitter), TikTok, Instagram, YouTube, Discord, Reddit, Facebook, Twitch