

Christine Xue

Portfolio - 2026

Hi, I'm Christine! 🖐️



About Me

I'm an brand and content strategist with experience building global campaigns at Electronic Arts and foundational brand systems within Valon, a high-growth fintech startup.

I'm passionate about building authentic brand campaigns that resonate with target audiences and enable companies to tell their unique story. By building data-driven content strategy decisions and scalable content operations, I have launched successful campaigns and created foundational brand systems that connect companies with quality talent, resonate with players, and build a lasting brand.

My Approach

Narrative

Building differentiated stories grounded in employee voice and business strategy

Systems

Creating scalable content engines, enablement tools, and operational frameworks

Audience

Designing campaigns tailored to technical, early-career, and global audiences

Optimization

Using analytics, experimentation, and AI-enabled workflows to continuously improve performance

Refreshing EA's Employer Value Proposition

Building an updated employer brand narrative grounded in employee voice, company vision, and multi-channel storytelling.

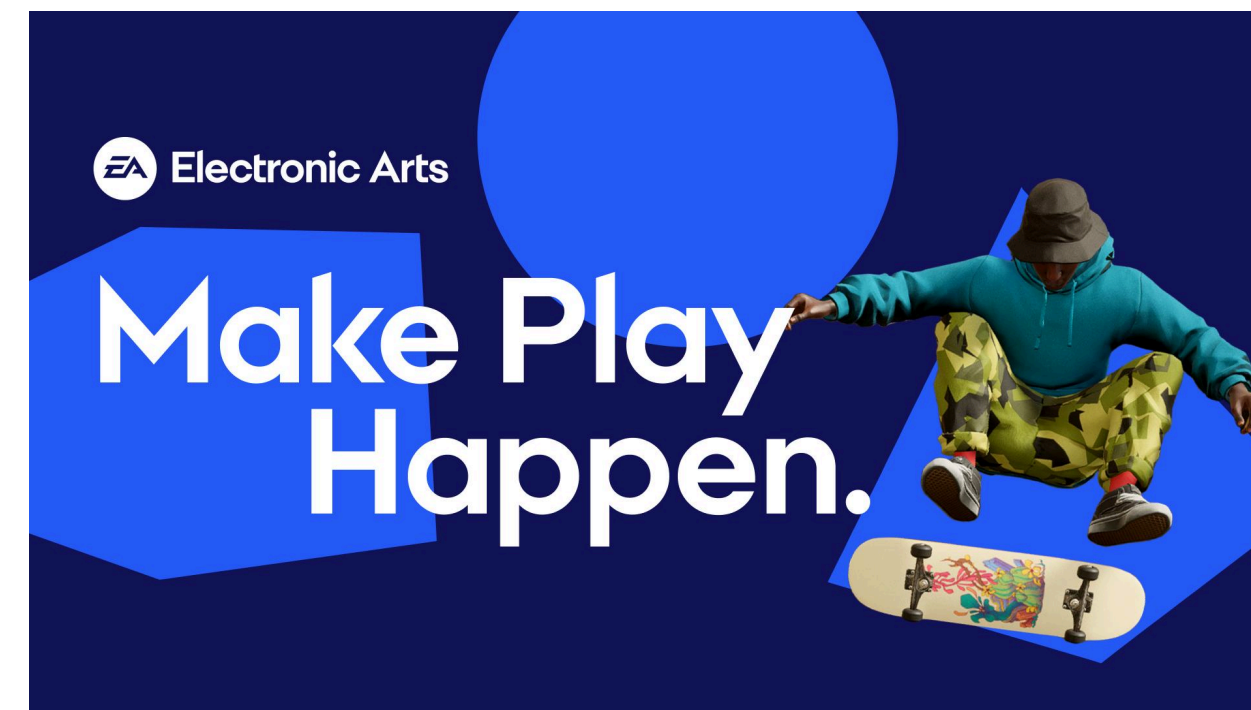
Overview

Business Need

EA needed an updated EVP that better reflected both the evolving employee experience and the future direction of the business.

Goals

- Differentiate EA as an employer of choice
- Improve candidate resonance
- Align internal and external messaging
- Build scalable rollout systems



How can we position EA as a leader in interactive entertainment and attract top talent?

The Challenge

Old EVP not reflecting the reality of work at EA and our leaders' ambitions for the future of EA.



The Goal

Accurately represent the employee experience that EA offers.

Execution

Research & Alignment

Grounded EVP in employee voices and company vision via focus groups (employees, executive stakeholders) to identify company differentiators and build updated narrative/ messaging architecture.

Messaging Architecture

- EVP pillars
- Narrative sequencing
- Modular storytelling

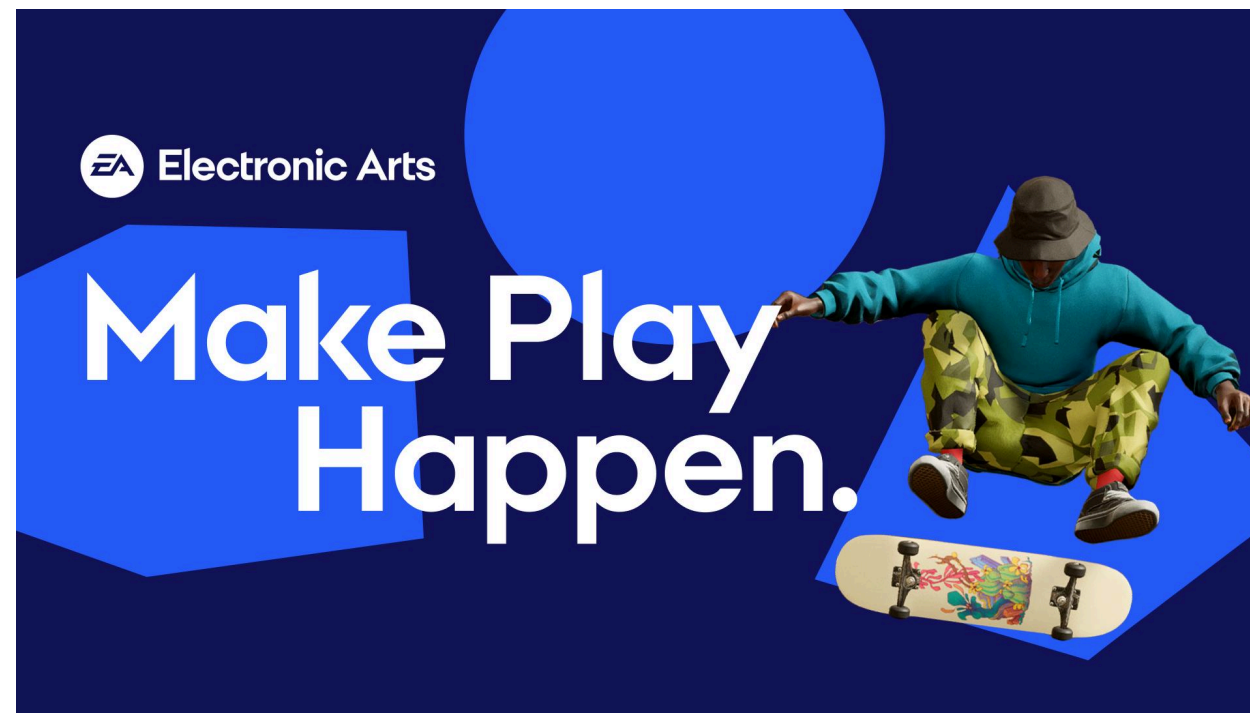
Rollout Infrastructure

- Recruiter enablement
- Employee advocacy
- Cross-channel integration

Asset Production & Campaign Timeline

Month 1	Month 2	Month 3	Month 4 - 6
Employee Sourcing, Vetting, Employee and Stakeholder Focus Groups, Turning Insights into Key Narrative	Video Filming On-Site & Video Production Multi-channel Asset Development EVP Roll-out Strategy	Finalizing Hero Video & Cutdowns Finalizing Content Calendar Copy, Assets Launching multi-channel EVP Roll-out	Campaign Launch & Sustain Ongoing EVP Enablement across People Experience and Talent Acquisition Teams

Campaign Assets



EVP Hero Video

Channels: LinkedIn (Organic), LinkedIn Company Bio, Careers Site, Recruiter Outreach

Purpose: Comprehensive overview of Electronic Arts' differentiators through our employees' experiences



EVP Pillar Video Cutdowns

Channels: LinkedIn (Organic & Paid), LinkedIn Life Page (Why EA), Recruiter Outreach

Purpose: Focused short-form videos reinforcing each EVP pillar's messaging and strengthening brand narrative

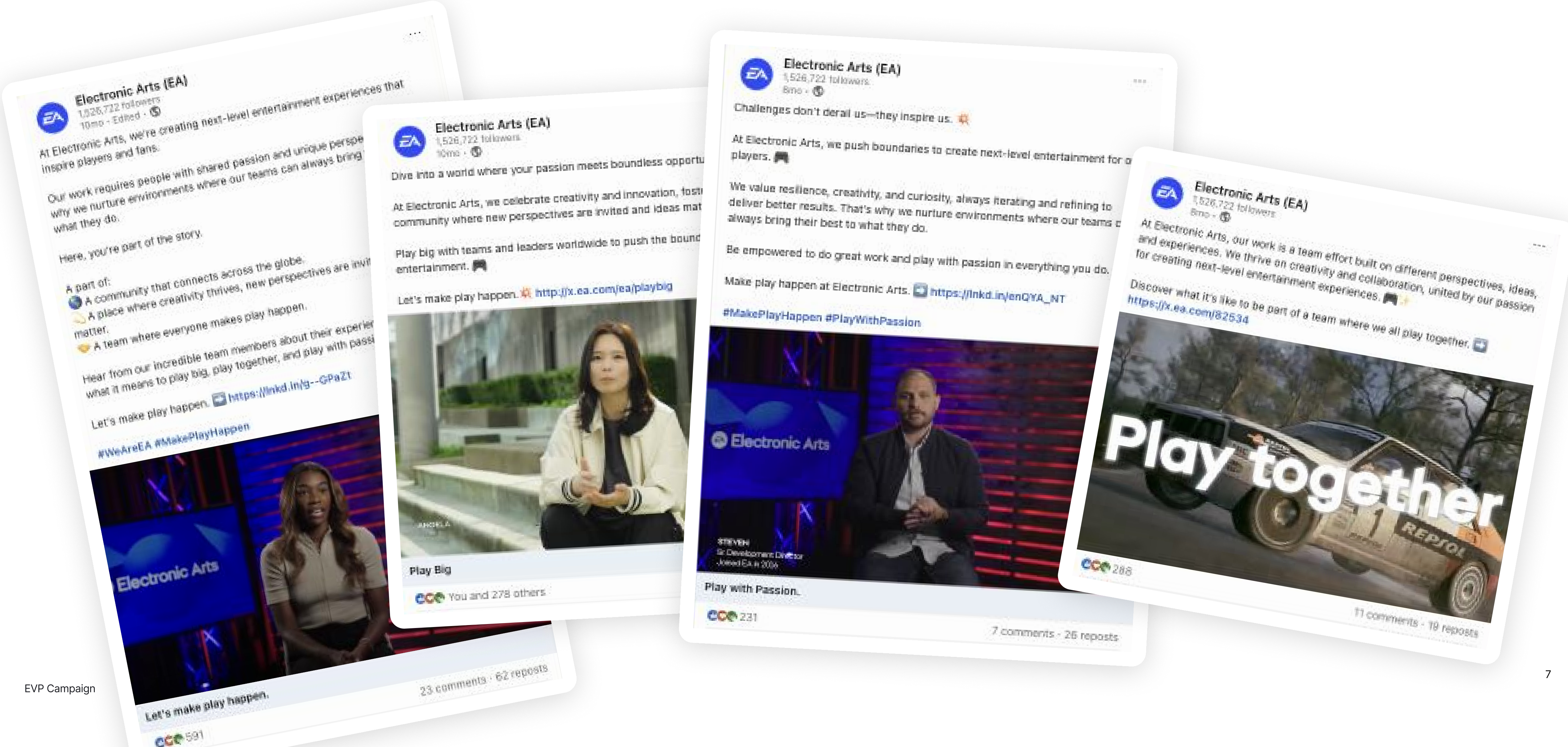


EVP LinkedIn Banners & Post Assets

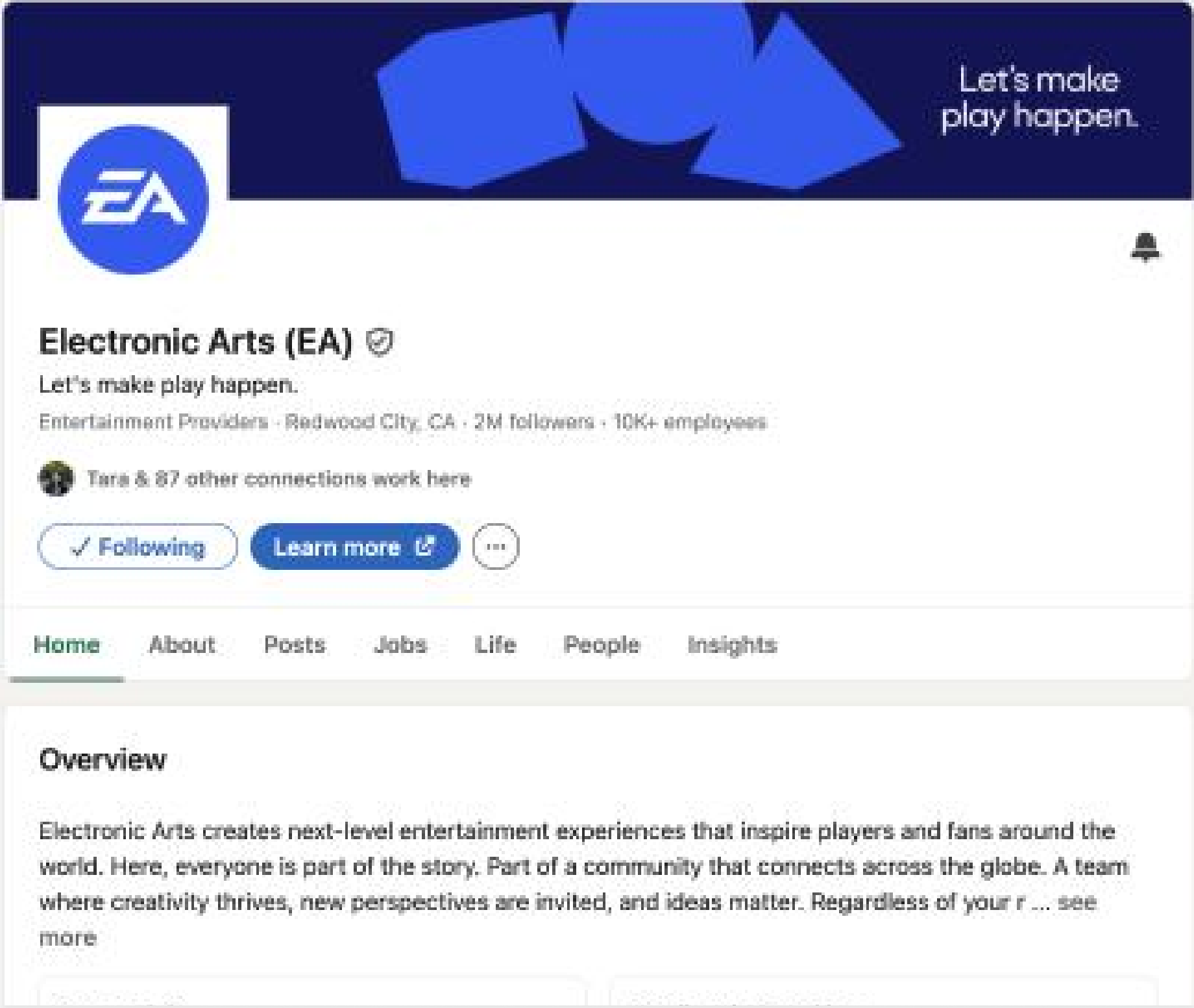
Channels: LinkedIn

Purpose: Updating all employer brand channels with EVP messaging to build awareness and reinforce EVP

Staggered Posting Cadence



Reflecting EVP across Brand Channels



Reinforcing through employee advocacy

 **Michelle Chen** · 2nd
Lead Game PM @ Full Circle (Electronic Arts)
10mo · 🌐

Thrilled to have partaken in this recent video campaign with **Electronic Arts (EA)**'s Employer Brand Team alongside some incredible colleagues! ❤️

I had the opportunity to share how we at EA develop games, experiences, and creative connections that inspire players and fans worldwide 🌐. I'm grateful to be part of EA's culture, especially through our employee resource groups, mentorship programs, and numerous inclusive initiatives.

Let's make play happen! 🎮

 **Electronic Arts (EA)**
1,526,814 followers
10mo · Edited · 🌐

At Electronic Arts, we're creating next-level entertainment experiences that inspire players and fans.

Our work requires people with shared passion and unique perspectives. That's why we nurture environments where our teams can always bring their best to what they do.

Here, you're part of the story.

A part of:

- 🌐 A community that connects across the globe.
- 💡 A place where creativity thrives, new perspectives are invited, and ideas matter.
- 👏 A team where everyone makes play happen.

Hear from our incredible team members about their experiences at EA, and learn what it means to play big, play together, and play with passion.

Let's make play happen. 📺 <https://lnkd.in/g--GPzTt>

#WeAreEA #MakePlayHappen



 **Katie Klimowich** · 1st
CRM Lead, EA SPORTS Madden NFL & College Football @ Electronic Arts
10mo · 🌐

A few months ago, I had the incredible opportunity to participate in a video shoot with our Employer Brand Team at Electronic Arts (EA).

I shared my journey here and highlighted what makes this place so special—a vibrant culture that encourages us to bring our whole, authentic selves to work.

I'm truly grateful to be part of a team that values collaboration and creativity. Working at EA isn't just a job; it's a chance to be part of something bigger, where we can have fun and make an impact every day.

I can't wait to share the final videos with you all! In the meantime, I invite you to check out the first video of the series below, and discover what makes EA such a fantastic place to work.

#MakePlayHappen #ElectronicArts #ItsInTheGame #EASports EA SPORTS

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 **Jérémy Charest** · 2nd
Senior Recruiter at Electronic Arts (EA)
10mo · 🌐

Let's make play happen! 🎮

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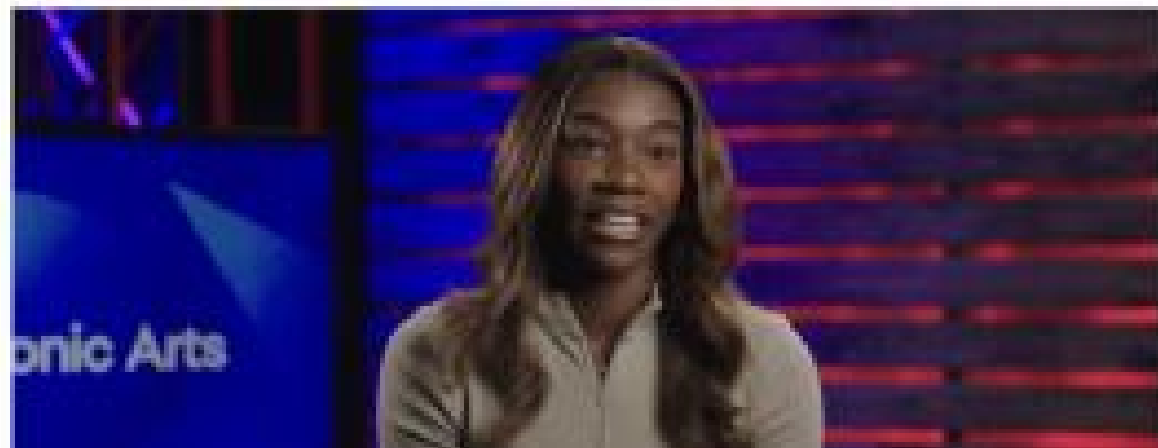
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#WeAreEA #MakePlayHappen



Internal Roll-Out Strategy

EVP Messaging and Assets Reflected Across Employee Experience Channels

- Onboarding
- Employee Recognition Platform
- Benevity (Employee Giving) Platform
- Employer Brand Channels (Careers Site, LinkedIn, Indeed, Glassdoor)
- Events
- Company Website (Social Impact, Impact Report, About EA)

Education

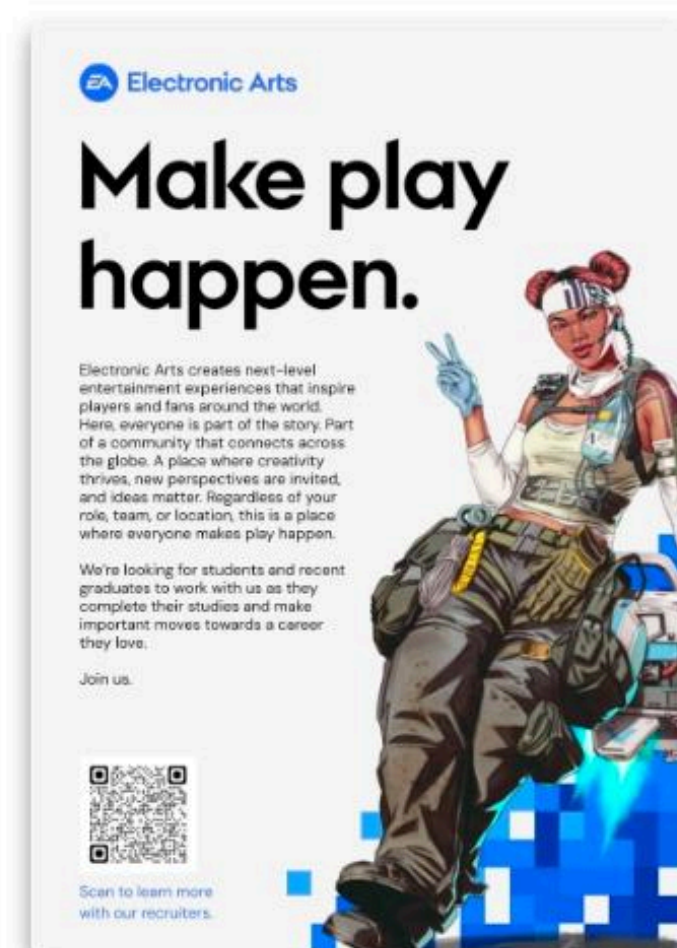
After roadshowing our EVP messaging with key stakeholders and cross-functional partners, we created messaging resources and ongoing office hours to ensure understanding.

KPI's

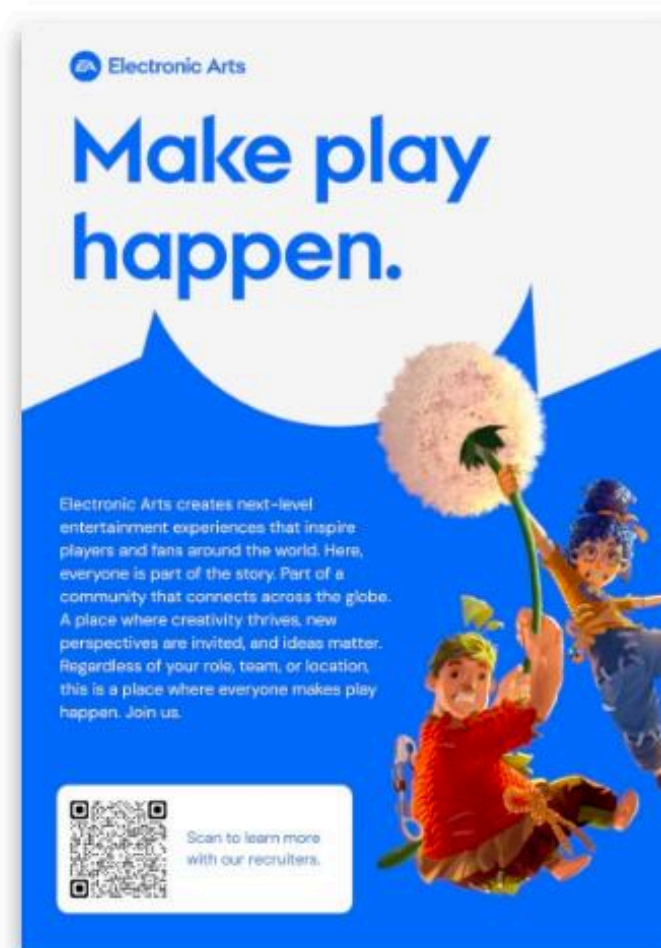
Awareness

- Campaign Performance Engagement Metrics
- Employee Advocacy Engagement (Impressions, Shares, Earned Media Value)
- Anecdotal Recruiter/ Candidate Feedback
- Clicks/downloads on Candidate Infographic

Integrated EVP Messaging into Recruitment Channels



Candidate Flyer Collateral



EVP Infographic



Recruiter Employer Brand Playbook

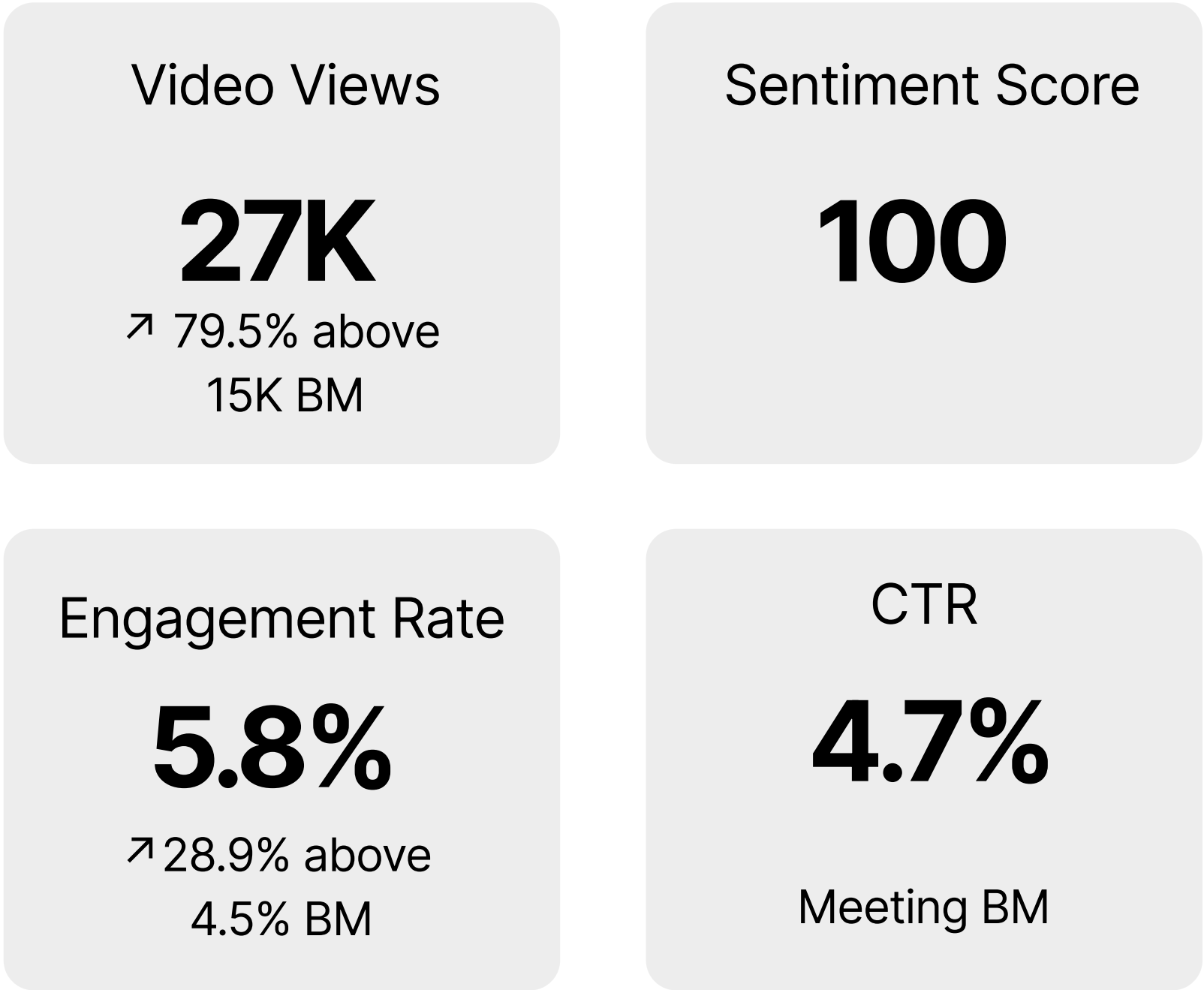


Recruiting Event Branding & Collateral

Results

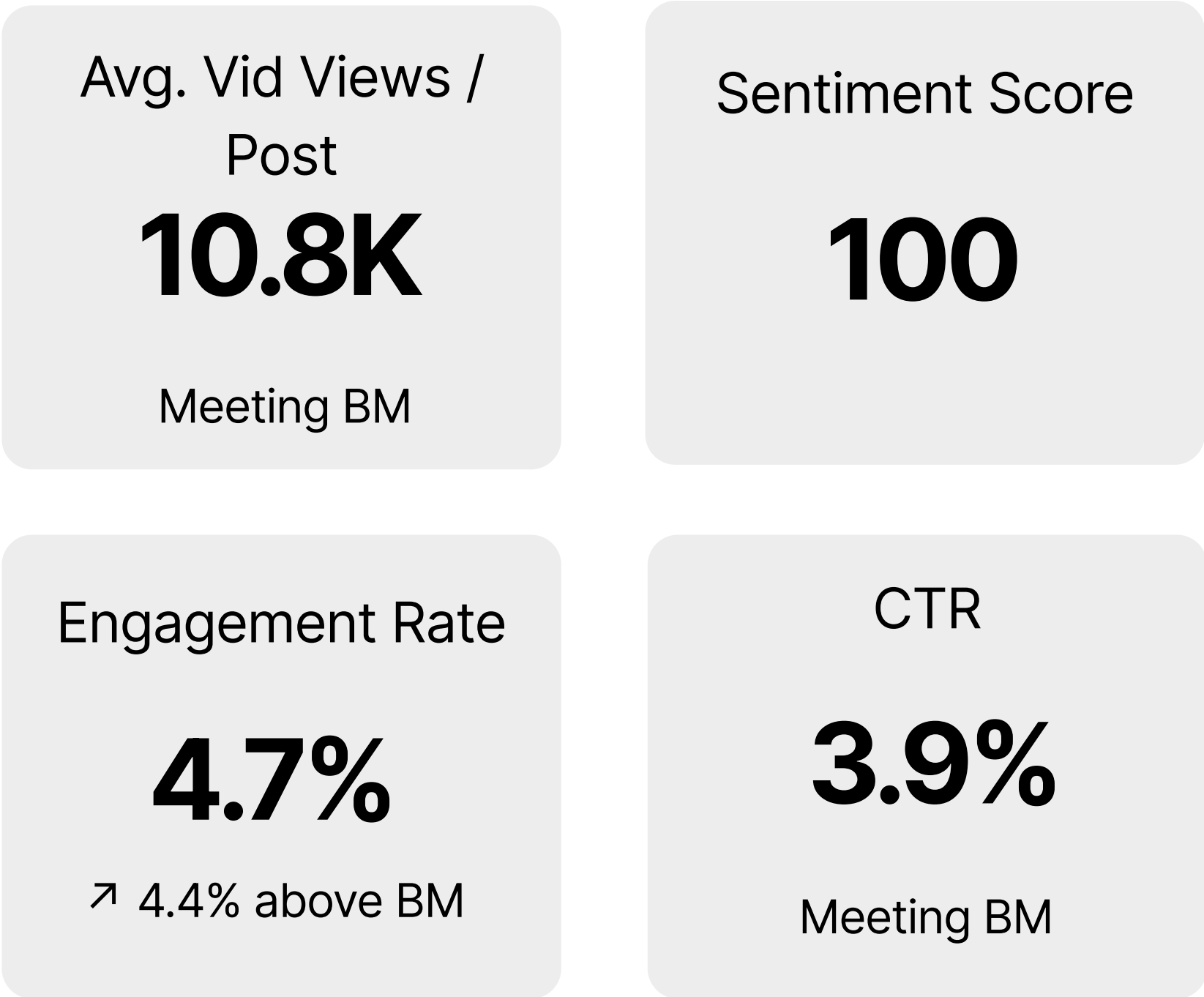
EVP Hero Video

Our Hero Video garnered an overwhelmingly positive sentiment score with our audience indicating strong emotional resonance with our updated EVP.



EVP Pillar Videos

Positive sentiment score, healthy engagement and met benchmarks

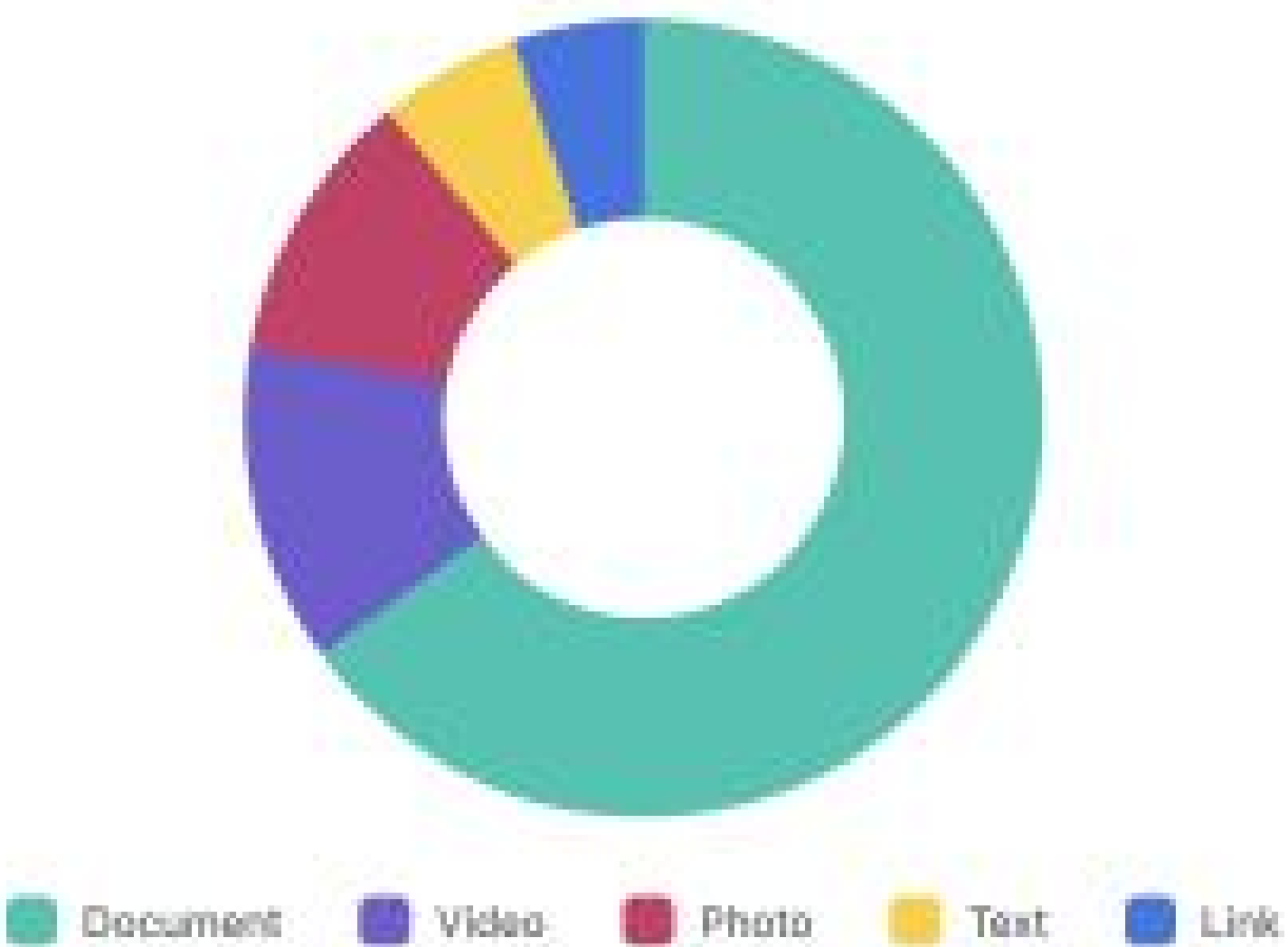


What I'd Do Differently

A/B testing EVP messaging with candidates pre-launch to confirm messaging alignment with key audience

Explore PDF-style content instead of video cutdowns to maximize engagement and reduce production workload

Engagement Rate (per Impression) by Content Type for all EA LinkedIn Content



Engagement Rate (per Impression) by Content Type	Percentage	Totals	% Change
Engagement Rate (per Impression)		9.2%	↗ 5.7%
Video	12.8%	5.7%	↗ 115.4%
Photo	11.2%	4.9%	↘ 40.4%
Link	5.3%	2.3%	↘ 17.4%
Text	5.8%	2.5%	↘ 44.9%
Document	64.9%	28.6%	↘ 3.7%

Intern Campaign

Using data-driven insights and audience-first messaging to build EA's most successful internship marketing campaign

Overview

Business Need

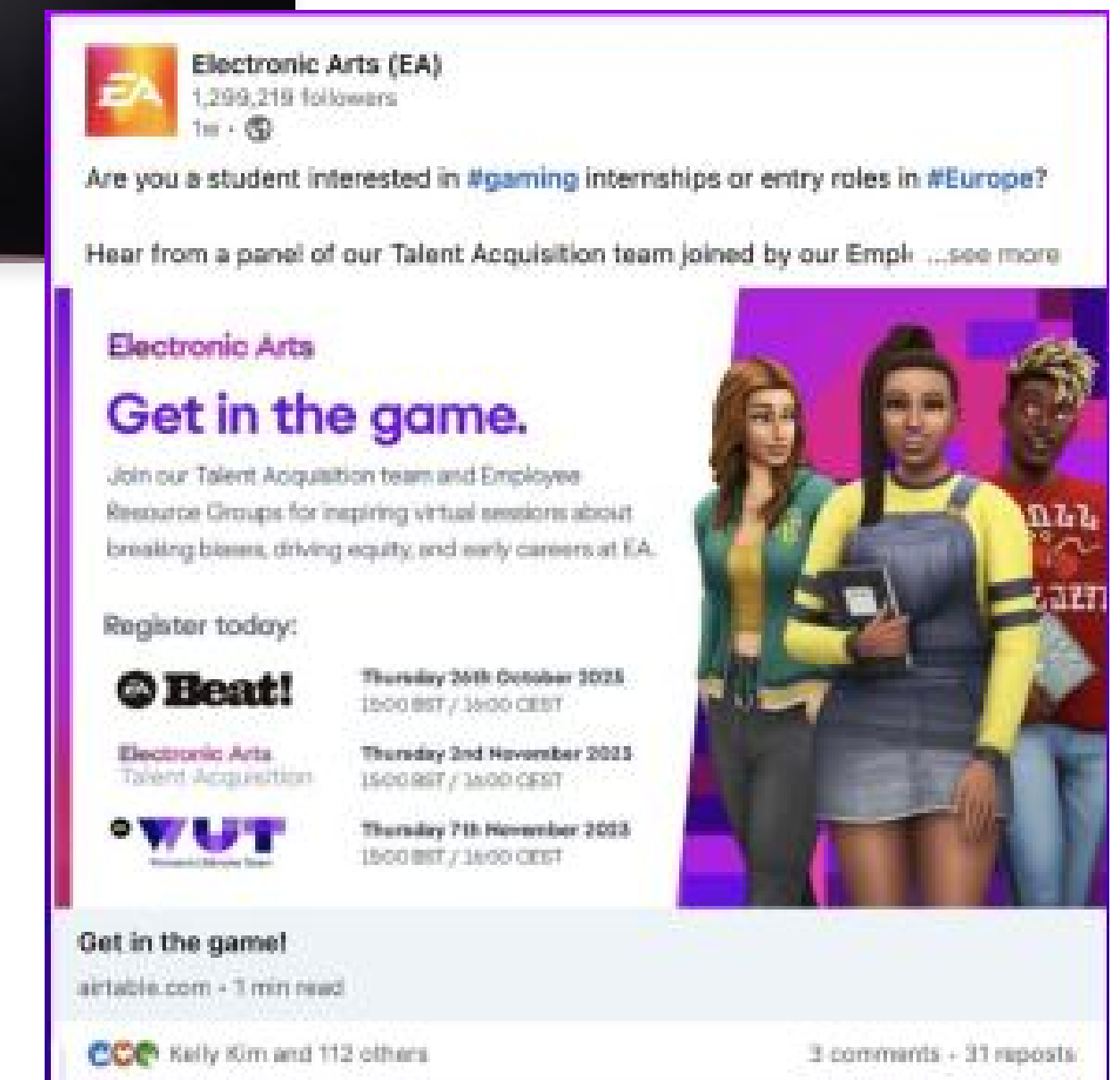
Build a go-to-market awareness campaign of EA's Summer intern applications to position EA as an inclusive employer of choice.

Goals

- Increase applicants from priority schools & partnerships
- Reach candidates for hard-to-fill roles
- Build awareness and brand love with next-generation talent



Intern Hero Video

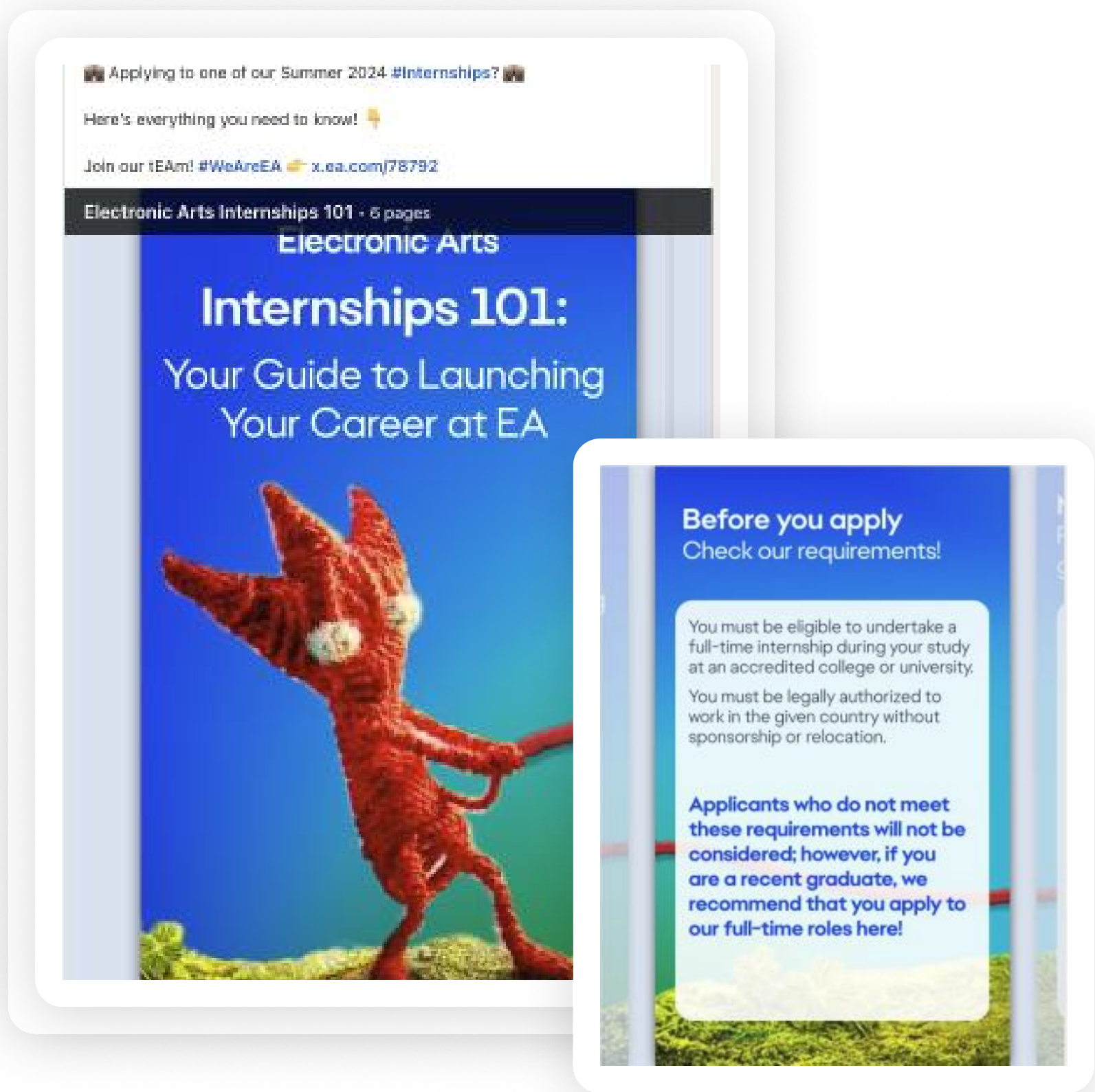


Amplifying Global Internships Hiring Needs via Informational Sessions

Content Mix

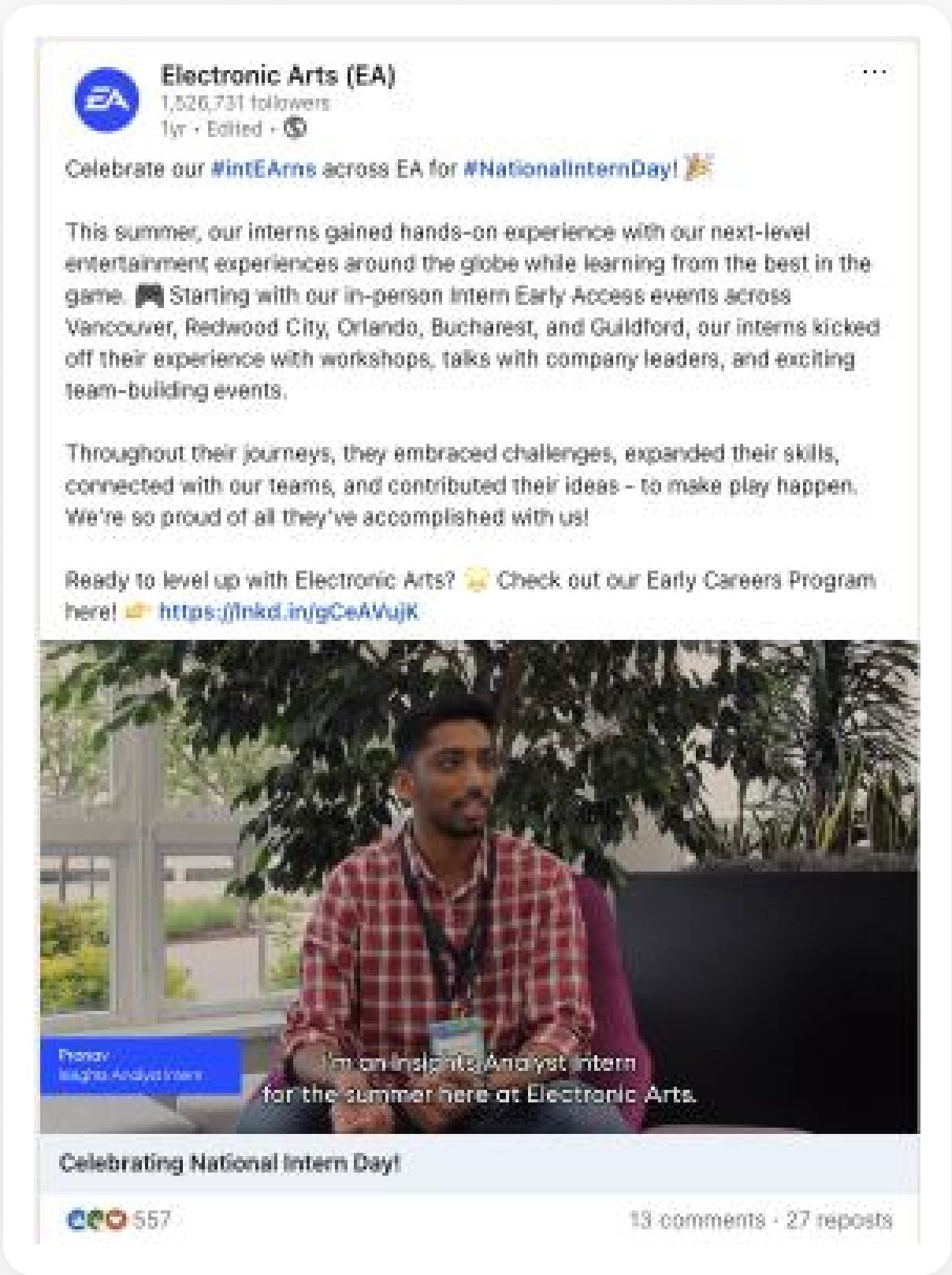
Built a content plan that strengthened our brand narrative, fills awareness gaps, and highlights priority talent and roles

PDF-style Intern Guide *

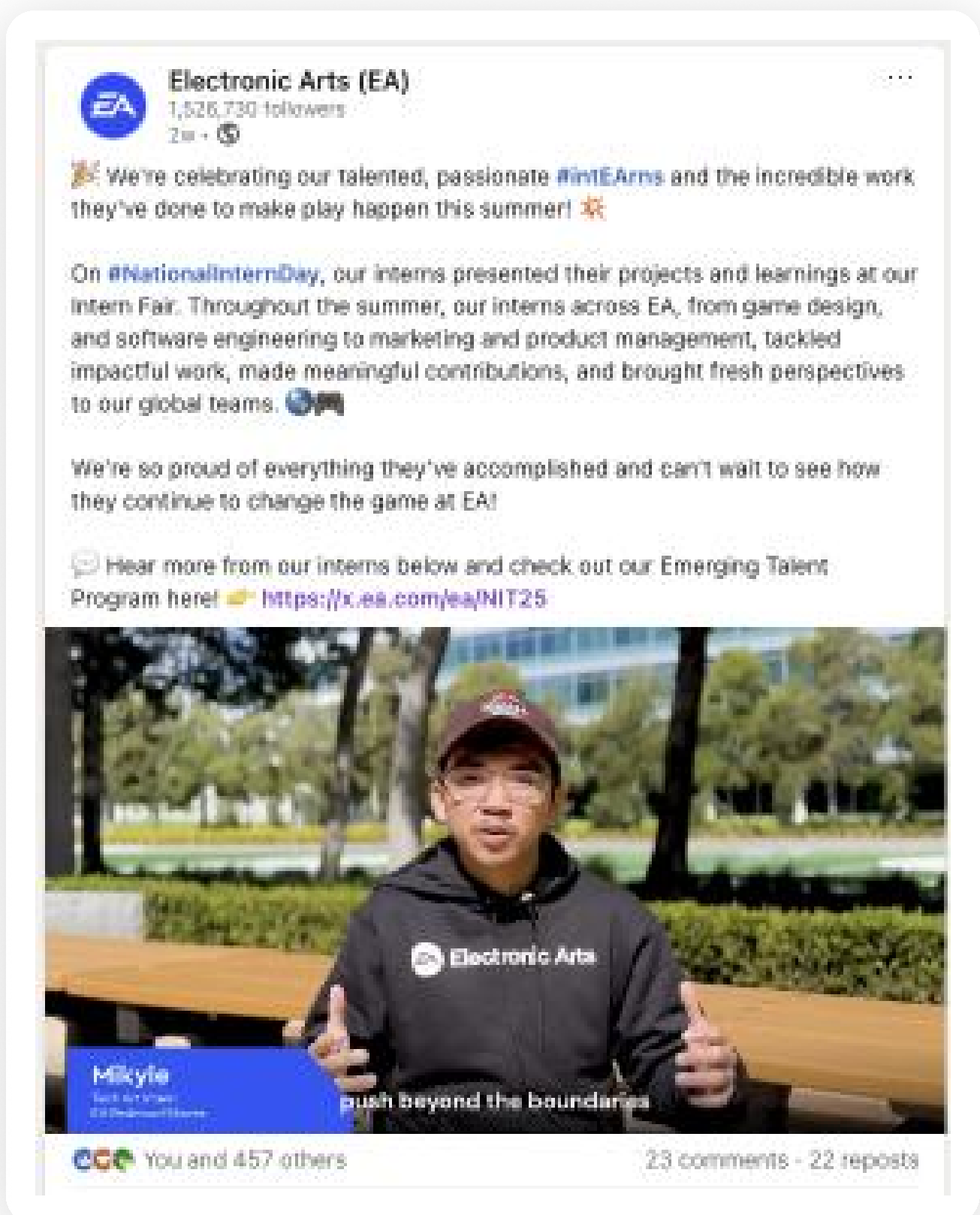


32.8% ER (+993% BM)

Filmed, scripted, and edited Annual Hero Video & Cutdowns



37K Video Views (+147% BM)
5.3% ER



20K Video Views (+33% BM)
4.9% ER

*Through competitive research, I identified PDF posts as an untapped content type for our team and created our first PDF-style post. It became our highest performing piece of content of all time and strongly influenced our future content decisions.

Turning Interns into Advocates

Intern LinkedIn Assets



Mikyle Mosquera · 2nd
Tools Engineer Intern @ Blizzard (Ex-Respawn/EA) | Turtle...
1yr · 🌐

[+ Follow](#)

...

This still doesn't feel real, but I am excited to share that I'll be joining [Respawn Entertainment](#) as a Tech Art Intern!

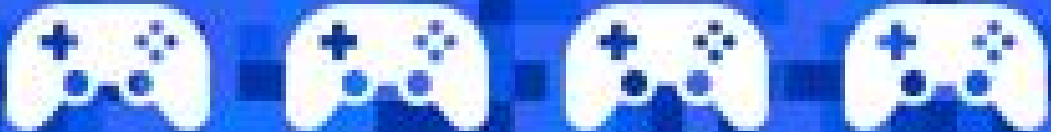
Ever since I discovered tech art last year, I've been captivated by its endless possibilities in bridging the gap between art and technology. Now, I'm incredibly grateful for the opportunity to continue learning and growing with the Apex Legends team!

A huge thank you to [Sam Fujishige](#), [Jason Minters](#), and the rest of the hiring team for supporting me throughout this process. I'm also forever grateful for my friends and family who have encouraged me every step of the way.

Can't wait to begin this journey this summer!

 Electronic Arts

Launching my career at Electronic Arts



  159

80 comments · 2 reposts

Former Intern Testimonial Video



Electronic Arts (EA)
1,296,878 followers
1w · 🌐

"To have been a beneficiary of EA's social impact initiatives, and now to be sitting in that other seat and to hopefully be making genuine impact to lives around the world is a really cool position to be in."

Interested in interning with EA in Summer 2024? 🙌

Hear from Angie, [#Intern Class of '19 & '20](#), about her journey interning with EA and returning full-time as a Sr. Social Impact Coordinator:

- ✅ Meaningful impact on local communities
- ✅ Culture of knowledge-sharing and mentorship
- ✅ Diverse talent & experiences

Join us! [#WeAreEA](#) 🎮 [x.ea.com/78146](#)



My EA journey started the summer of 2019. I came on as the

From intern to full-time: Meet Angie!

Current Intern Testimonial Posts



Pranav Deshpande · 1w
Business & AI Data Analyst
1yr · Edited · 🌐

...

👋 Hello everyone 👋
Happy National Intern Day!!

I'd love to share my summer internship experience at Electronic Arts!

[#UTDMSBA](#) [#EA](#) [#SummerInternship](#) [#IntEArn](#)



Summer Internship at EA!!

Pranav Deshpande

  217

29 comments

Annual Impact Report Campaign

Highlighting company ESG priorities and progress with our candidate audience

How can we transform a static Impact Report into a brand-building moment and storytelling opportunity?

The Challenge

Historically, the Impact Report had low engagement across LinkedIn and EA dotcom. Candidates, players, and partners were unaware of key ESG progress and initiatives.



The Goal

Increase candidate engagement and awareness by building a dedicated LinkedIn campaign driving traffic to the Impact Report.

Cross-functional Overview

My Role

Led employer brand strategy, creative approach, and copy-writing for LinkedIn

Cross-functional Stakeholders

BCI, Legal, DEI, ESG, Execs

CFX Key Objectives

- Increase Awareness
- Accurately Reflect Progress
- Showcase EA as a Responsible Leader
- Foster Pride & Enthusiasm
- Showcase Positive Impact
- Support Recruitment

Constraints

- Last minute content changes and stakeholder approvals
- Timeline delays

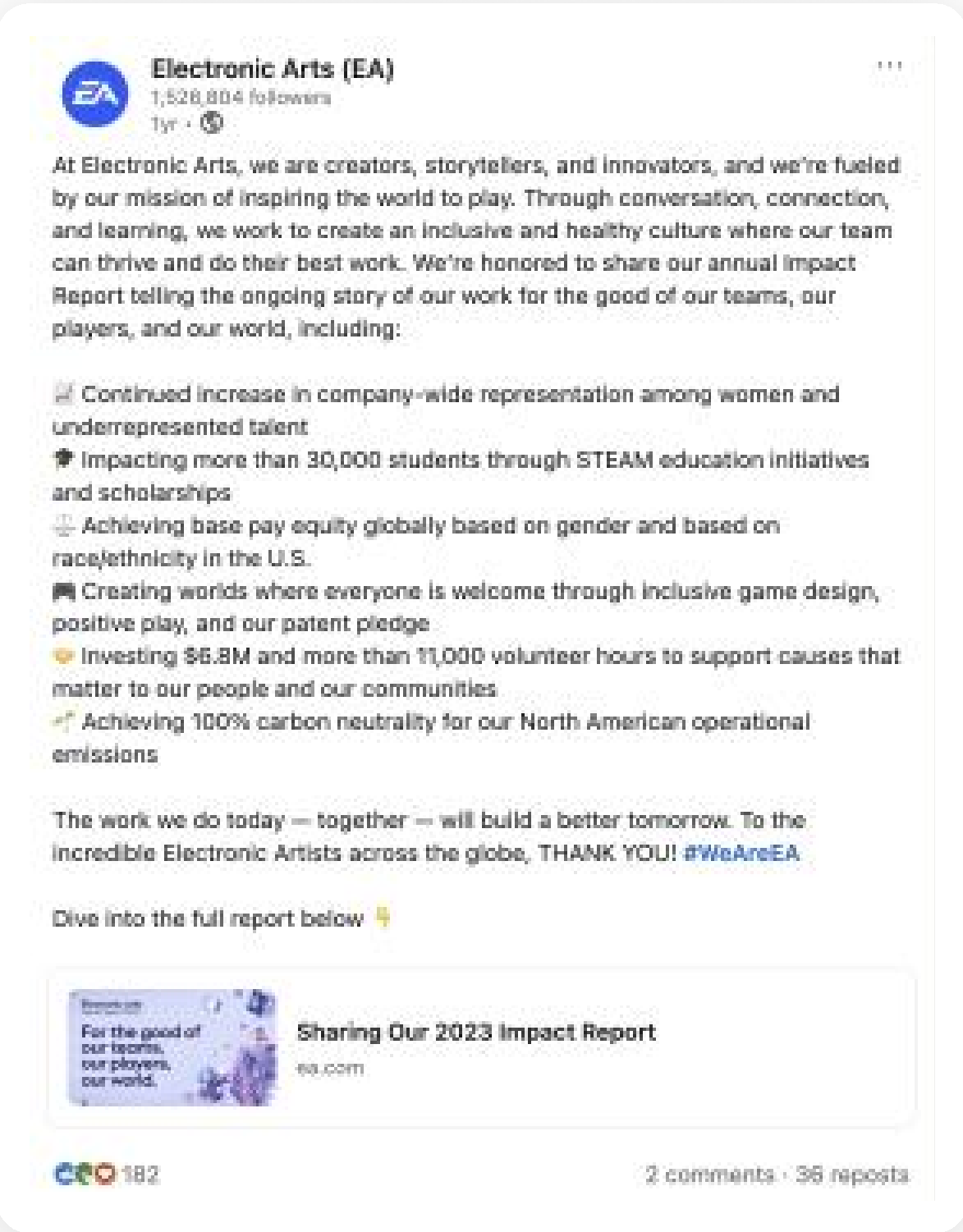
Solution

- Plug-and-chug creative assets that could be easily updated with content changes
- Taking initiative to drive creative and messaging strategy, incorporating EVP and employer brand messaging

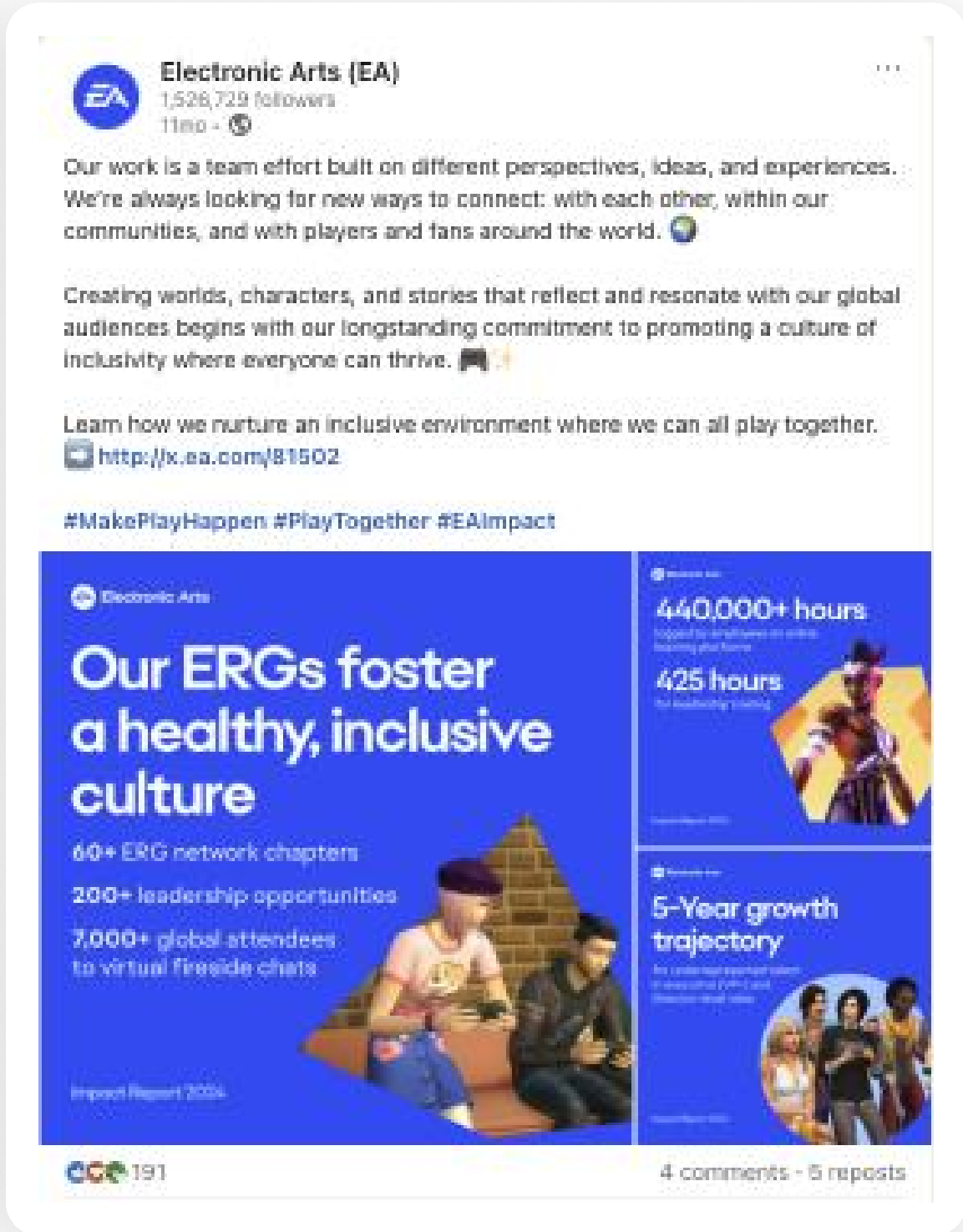
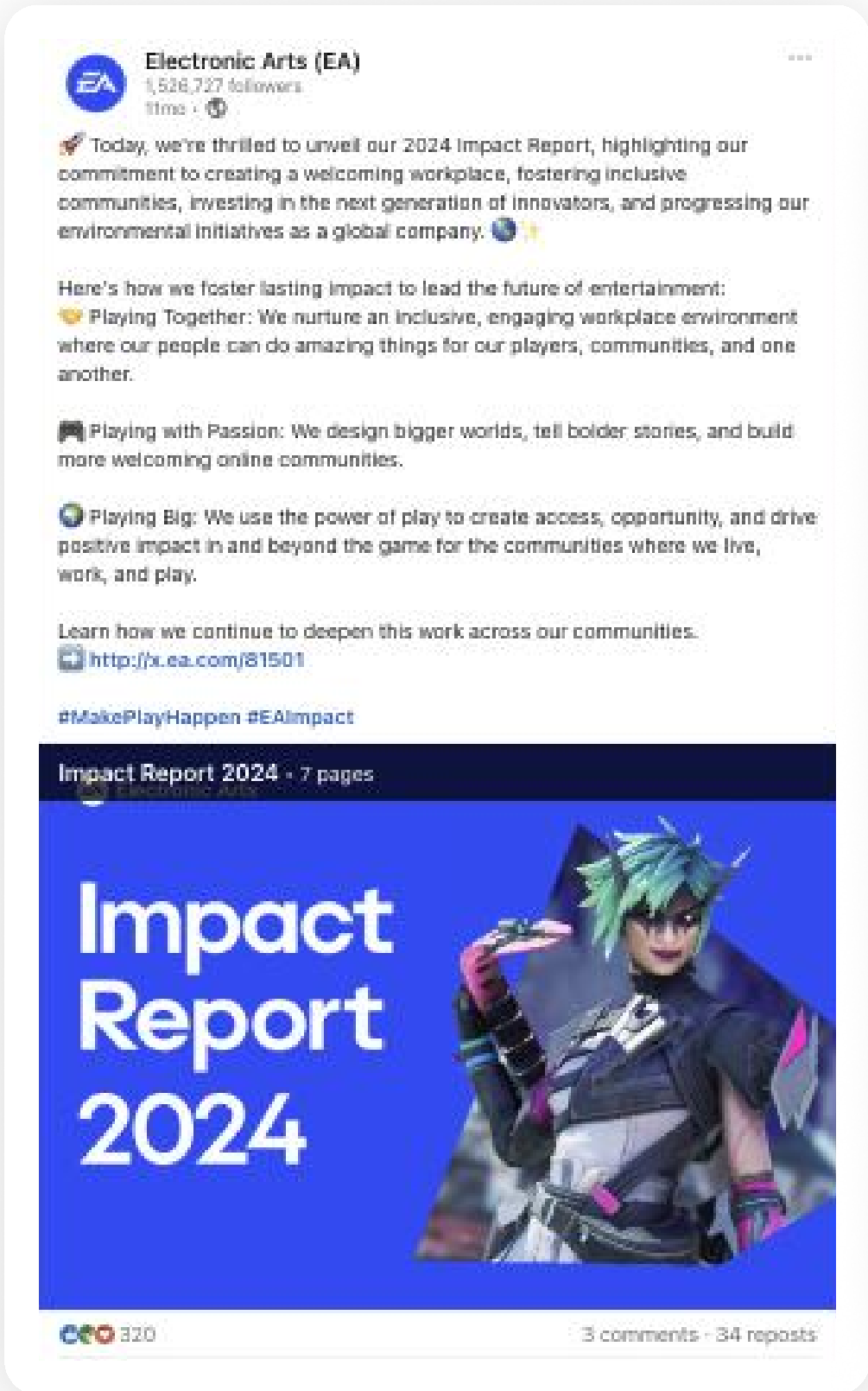
Building the Impact Report into a Storytelling Moment

While the annual Impact Report was historically treated as a static document and one-off post, I saw an opportunity to build a storytelling moment for our candidate audience. The company’s progress towards ESG goals and mission-aligned commitments had untapped value in building brand reputation and attracting candidates who care about social responsibility and values alignment.

Before:



After:



Mixed Content Types

I prioritized highlighting key wins in a way that was native to the platform through snackable formats like PDF carousels and visual posts. I also integrated EVP themes into the messaging so that the report reinforced our employer brand.

PDF

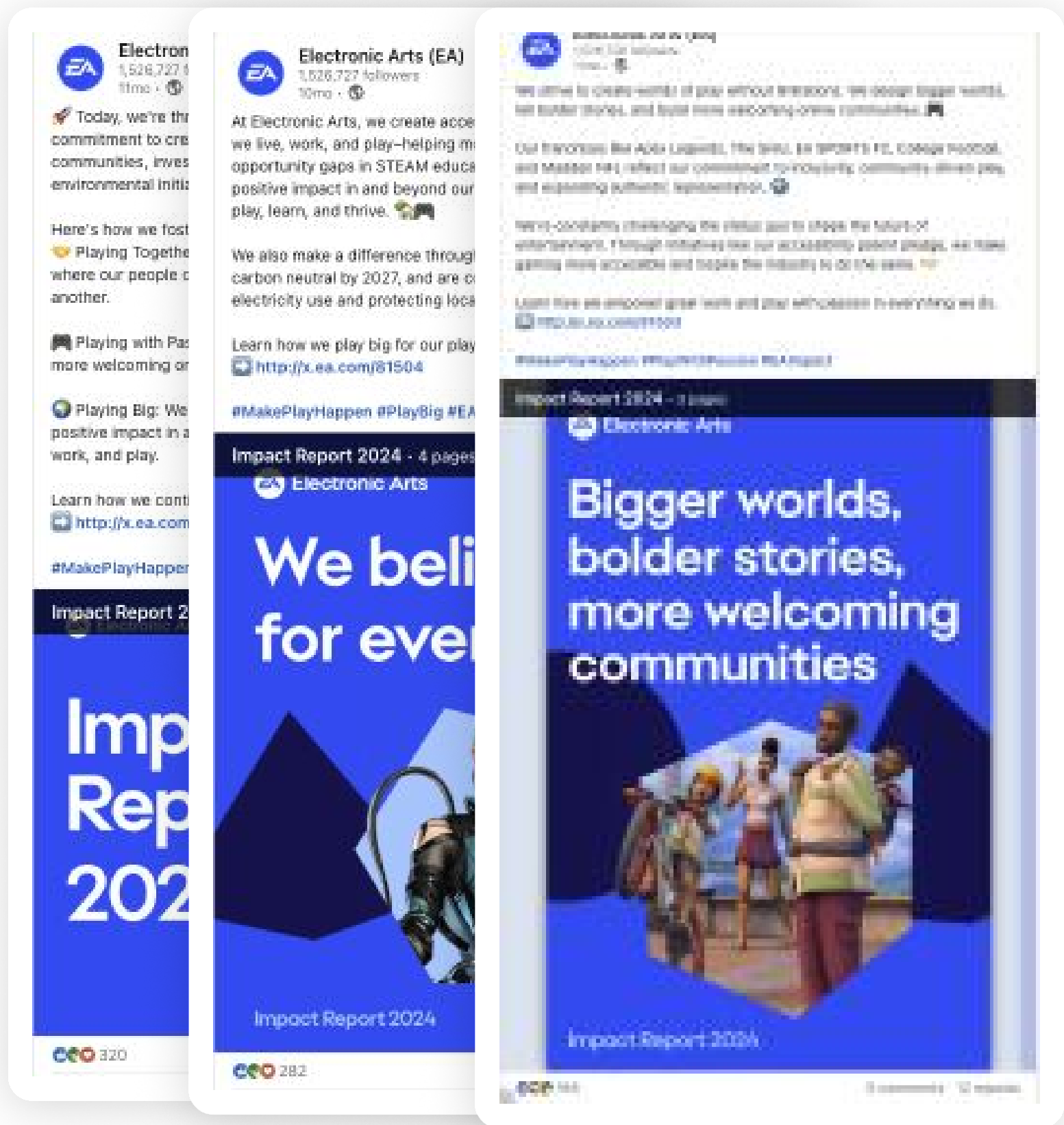
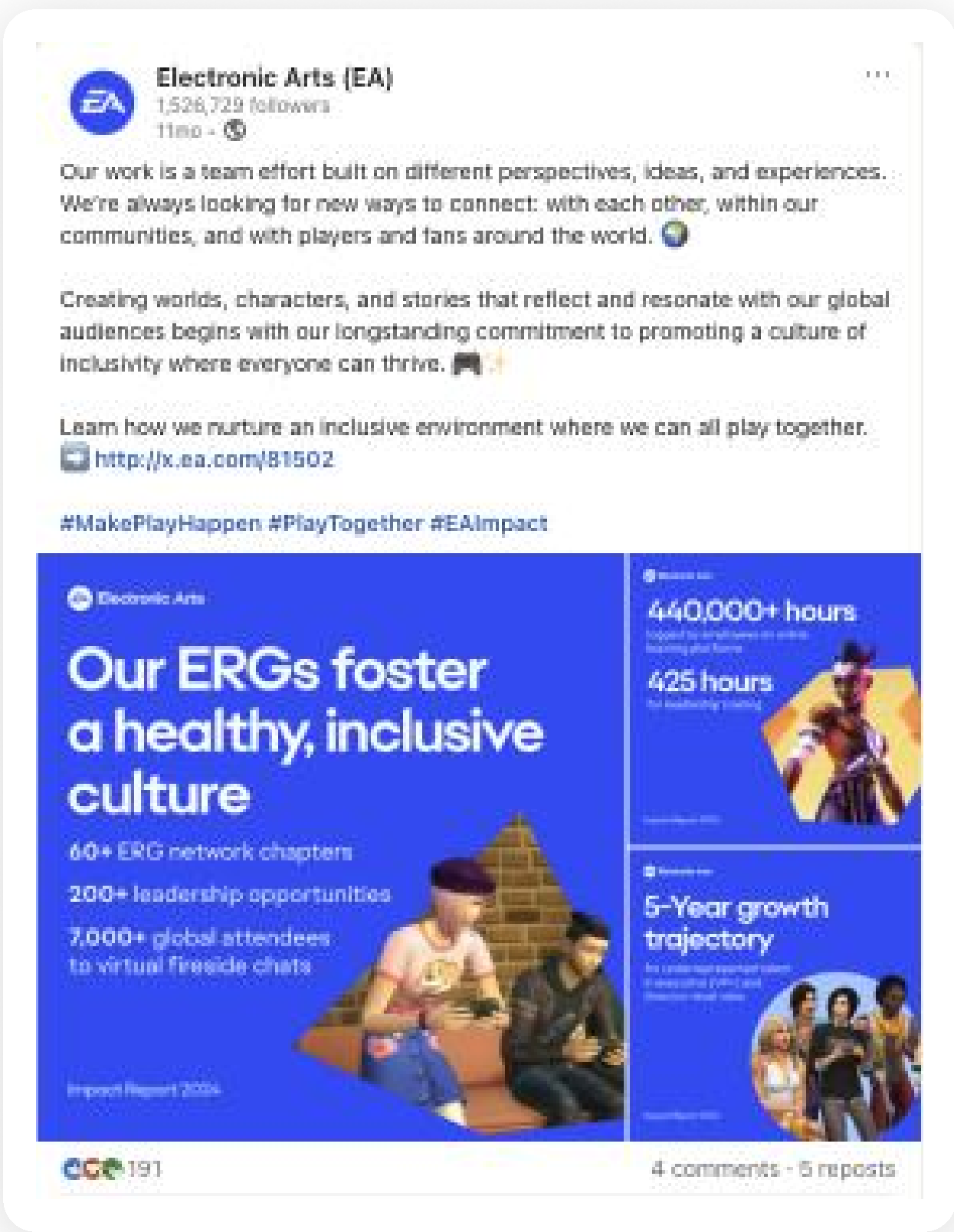
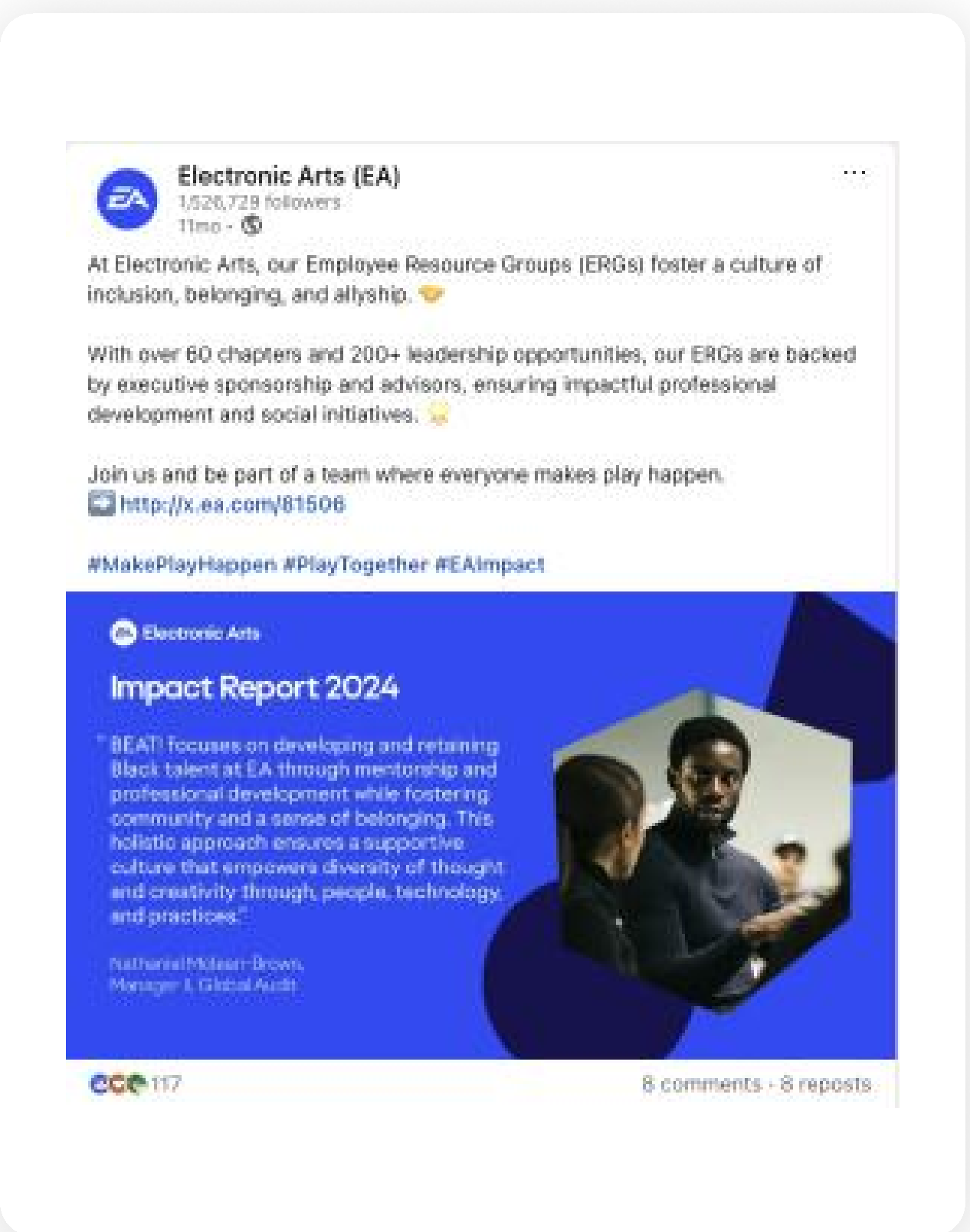


Photo Carousel



Static Thumbnail

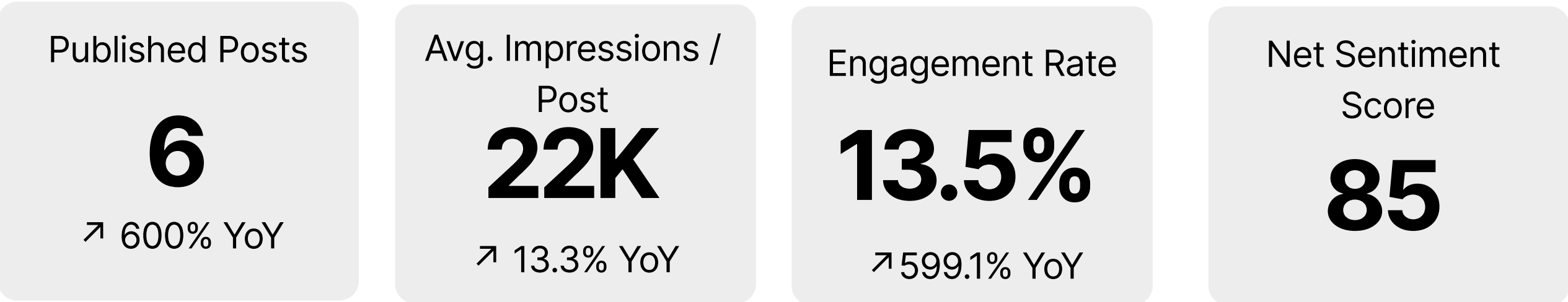


Results

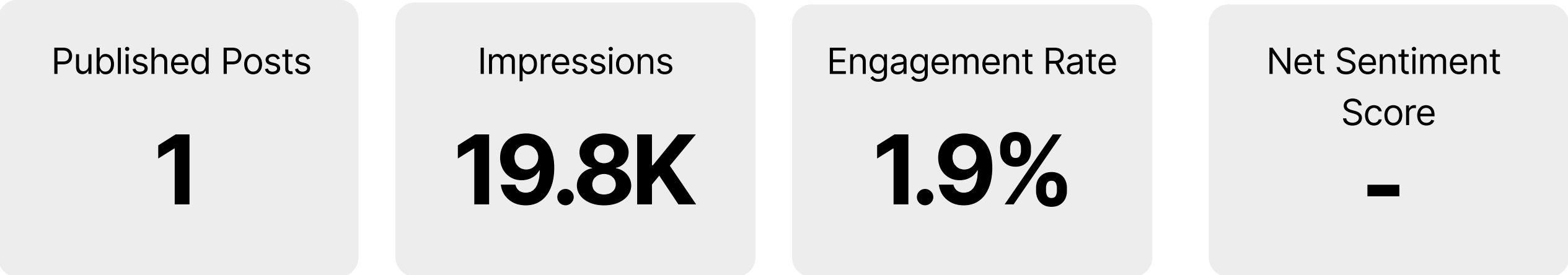
By integrating business objectives with our employer brand narratives, the campaign I led outperformed industry benchmarks & drove the most traffic to commitments page compared to other CFX channels.

LinkedIn Metrics

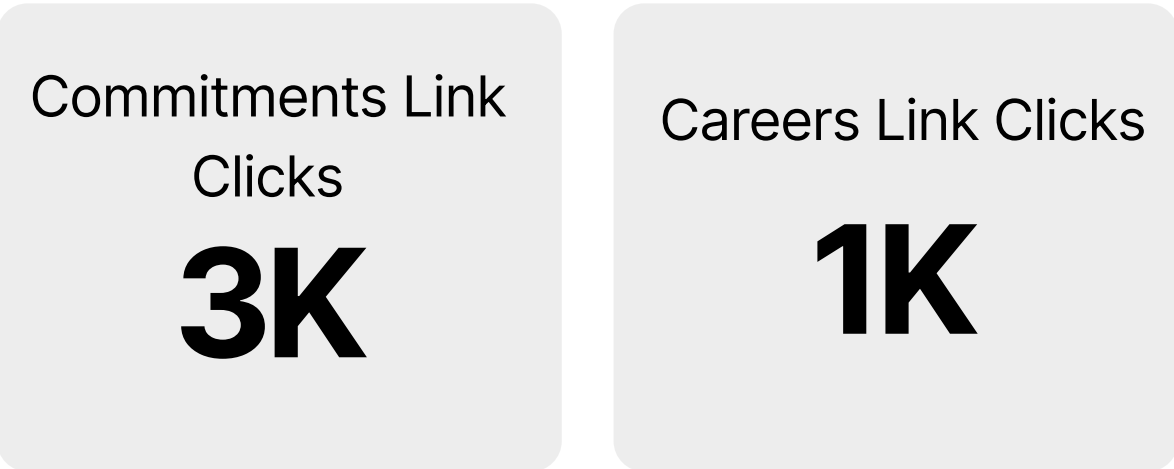
FY25



FY24



Tracking Link Performance

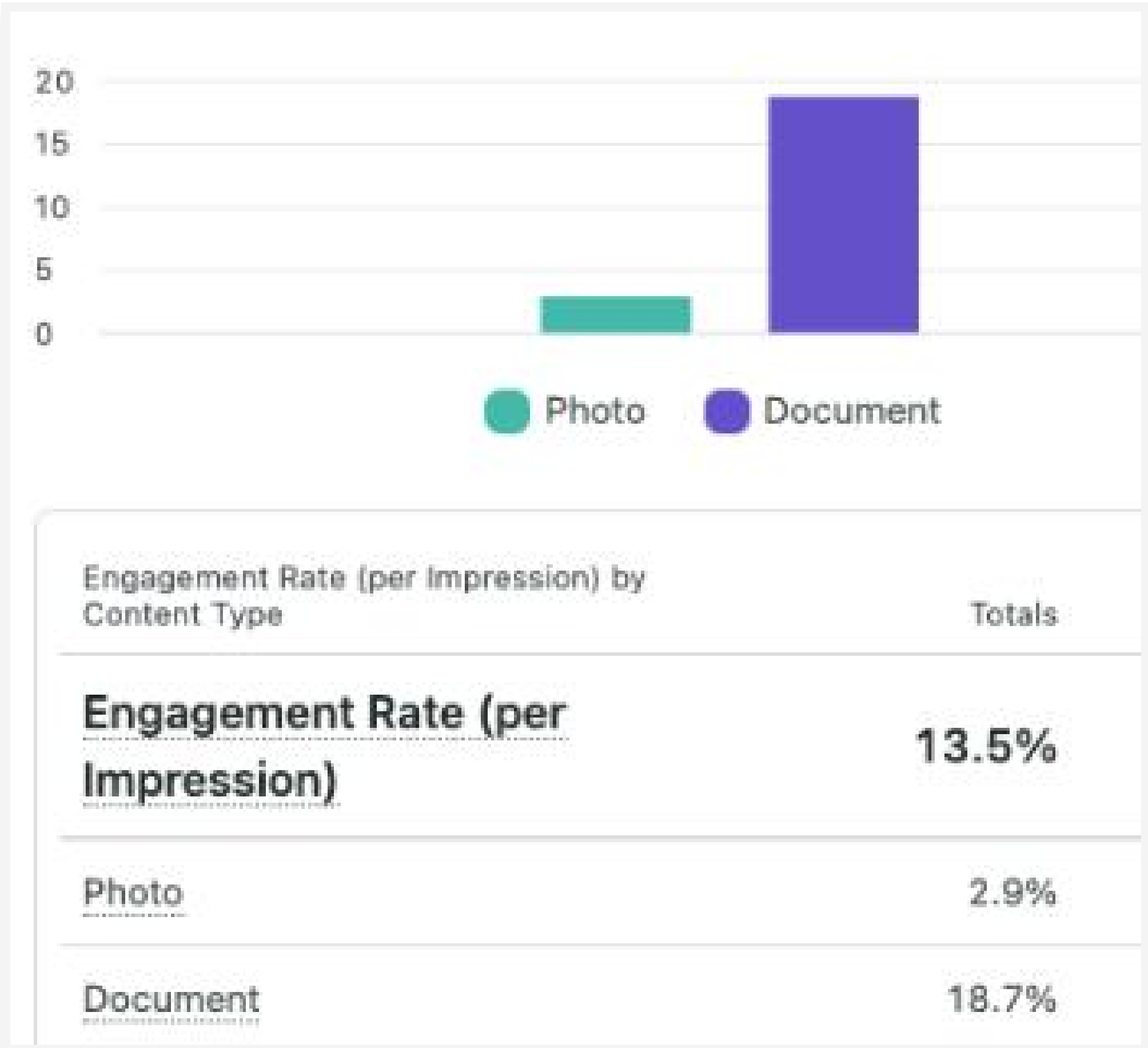


What I'd Do Differently

Building more bespoke employee spotlight content that highlights how EA enables employee giving and volunteering through VTO benefits, employee donations matching, and NGO partnerships.

Lean into document-style posts for longer impact stories to increase engagement

Engagement Rate by Content Type



Scaling Employee Advocacy

Building a stronger top-of-funnel for our recruiters through a dedicated employee advocacy campaign enabled by Sprout Social

Scaling EA's LinkedIn employee advocacy program

Overview

Our recruiter employee advocacy program strengthened our employer brand narrative and expanded candidate top-of-funnel pipelines via employee LinkedIn networks.

Ongoing Brand Narrative Support

Employees are our most effective brand advocates. Through monthly meetings with recruiters, I aligned content pillars and recommended messaging with hiring needs and candidate information gaps.

Scaling the Program & Measuring Success

By integrating our employee advocacy program into Sprout Social, I increased the number of stories shared, reduced friction for members to share stories, and tracked the success of the program.

of Advocates

60+

Stories Shared

700+

Potential Reach

6.1M

Earned Media
Value

\$128K

Structured Content Pillars

I shared monthly content pillars (hiring, culture, hiring manager spotlights), newsworthy company stories, and recruiter hiring assets for members to share on their personal LinkedIn channels.



Elizabeth Sokolowski

Non-Tech Senior Recruiter @ EA | Building Inclusive Teams for F...

1yr

Cheers to the teams at EA that made waves in 2024! 🚀 Check out our Year in Review and see how we pushed the boundaries of gaming! 🙌 Can't wait for what 2025 has in store!



Electronic Arts (EA)

1,601,373 followers

1yr

Our incredible teams, harnessing the power of leading-edge technology, spent 2024 delivering unparalleled entertainment experiences that continue to build and grow global ...more



2024

Year

Review

2024: A Year in Review



Tori Gunzenhauser

Sr. Recruiter at Electronic Arts (EA) - Join us in Inspiring th...

10mo

Job hunting in tech and gaming right now is no small feat — if you're searching, you're not alone, and you are seen. 🧡

I'm currently hiring at [Electronic Arts \(EA\)](#) for our Data & Insights (D&I) team—a group that transforms data into AI-powered tools and actionable insights that empower our game teams and enhance the player journey. It's where creativity and analytics meet to drive strategy and scale. 🎮📊

We are hiring for:

- Advanced Data Analyst – [https://lnkd.in/gQQ_g8Gf](#)
- Data Engineer – [https://lnkd.in/gEKkY7mM](#)
- Senior Analytics Manager – [https://lnkd.in/gyUA5AA2](#)
- Senior Analyst – [https://lnkd.in/gv8kKKT4](#)

...and more opportunities you can apply to here
[https://lnkd.in/gXAkjPuM](#) !!

If it's not for you, feel free to share or tag someone who might benefit! Timing is everything. Sending strength and support to anyone navigating change right now.

[#hiring](#) [#gamingjobs](#) [#analyticsjobs](#) [#techjobs](#)



429

31 comments · 84 reposts



Kiran Kumar Duvvuri

Specializing in GCN & GCC Strategic Hiring | Assistant M...

2yr

Hiring Manager Spotlight 🧡

As a recruiter at EA I get to work alongside an amazing team of hiring [leaders](#). One of those leaders, is [Siddhartha Baruah](#), Development Director for Quality Verification Standards team, India.

I recently sat down with Siddharth, & here are some cool facts that I learned about his role/team, what he looks for when hiring, & what fires him up about working in gaming!

What is your role and what team do you support at [Electronic Arts \(EA\)](#) ?

I am the Development Director, Quality Verification (QV) for National Hockey League Team in Hyderabad. I partner with the QV Team at EA Vancouver to ensure we deliver high-quality player experiences.

What's the best piece of advice you have ever received while working in gaming, & how have you applied it to your work?

The best advice I have ever received is: "know your product and people." Being hands-on with the product enables you to make the right decisions, quickly adapt to changes, & connect with the team while fostering an inclusive environment to learn. When your team feels involved in the decision-making, they have a sense of belonging. This makes our work fun, which enables us to get a lot done!



Employee Advocacy

20

Thank you!

christine@christinexue.com