

# BEN FORBES

Community person, support main, third thing

**Twitter/X:** @draggles

**Email:** ben@benforb.es

**Based in:** Los Angeles; originally from UK (US permanent resident)

**LinkedIn:** linkedin.com/in/benforbesbenforbes

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Comms and community person who loves talking to players—even the mean ones. Experienced player community advocate with 11 years working on game launches and live service needs.

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## CAREER

(Jan 2024 - Present)

### Editor-in-Chief - 2XKO @ Riot Games

- Leads global community and content strategy for 2XKO, Riot's upcoming tag team fighting game
- Drives the "player journey" for 2XKO, ensuring a consistent and high-quality ecosystem between product, publishing, and competitive play
- Manages cross-functional team of four Rioters across community, social media, influencer and editorial disciplines
- Responsible for overall community content calendar and budget, creating a space for team to thrive
- Collaborates with 2XKO leadership and brand team to align community vision with business objectives
- Spearheads new social/content approaches for Riot that keep on top of current fighting game player needs, trends, and platforms

(May 2022 - Jan 2024)

### Principal Community Manager - 2XKO @ Riot Games

- Asset owner, creative producer, script writer and channel strategist for all of 2XKO's player-facing assets, reaching millions of fighting game fans across the world
- Drove content and comms strategy for extended pre-launch phase, training developer engagement and rallying company-wide initiatives to create internal evangelism
- As Riot's seniormost community IC, subject matter expert and mentor for Riot-wide community strategy and player voice

(Nov 2018 - May 2022)

### Communications Lead - League of Legends: Wild Rift @ Riot Games

- Lead global communications and community strategy for League of Legends: Wild Rift
- Devised strategy and messaging for announcement campaign, and live service
- Creator and owner of all global English social accounts (total 1M+ followers)
- Outlined and scripted Wild Rift's section of the October 2020 Apple Event

(Oct 2016 - Nov 2018)

### Communications Strategist - League of Legends @ Riot Games

- Responsible for publishing campaigns supporting meta-game systems on League of Legends

(Dec 2013 - Oct 2016)

### English Community Specialist @ Riot Games

(Jul 2013 - Nov 2013)

### Content Producer @ MachinimaVS

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## EDUCATION

(Sep 2010 - Jun 2013)

### Music Technology BSc

University of Kent, UK

First Class

## SKILLS

Social media, Reddit, Discord, Player advocacy (A+); Microsoft Office, audio editing, crisis comms (A); Jira, Photoshop, Premiere, Sprinklr (B)

## HOBBIES

Video games, puzzles, playing piano/guitar, drinking tea, psychoacoustics, alternate reality games, history of popular music, terrible jokes