

Peter Fury
Brand Strategy & Communications
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PROFESSIONAL SUMMARY:

I'm looking for a brand strategy, communications, or marketing role in games, ideally one where genuine product and development knowledge can shape positioning, messaging, and go-to-market, not just sit alongside it.

Brand strategist and communications lead with 18 years in games, including eight years at Square Enix building brand and communications strategy for AAA titles (Outriders, Just Cause 4, Life is Strange 2) while embedded directly with the development teams, giving every campaign genuine product credibility. Track record spanning global reveal events, press and media relations, influencer and community strategy, digital marketing, and release strategy decisions that delivered measurable commercial results, including a 3x uplift in western engagement and sales.

SKILLS:

Brand Strategy, Communications Strategy, Product Positioning, PR & Press Events, Community Management, Digital Marketing, Influencer Relations, Social Analytics, Go-to-Market Planning, Cross-Functional Stakeholder Management

WORK EXPERIENCE:

SQUARE ENIX LONDON STUDIO

2018 - 2025

Global Development Support & Communications Lead

Worked with the publishing organisation to build brand strategies for projects across the External Studios portfolio (Outriders, Life is Strange, Just Cause), and developed global communications strategies that onboarded publishing teams with development-grounded product knowledge.

Key Achievements:

- Organised the Outriders global reveal event and gameplay capture session, still the largest gameplay capture event in Square Enix history, with 400+ guests across Warsaw and Los Angeles.
- Wrote the Outriders demo design spec; the resulting demo generated 300k+ pre-orders, the highest in Square Enix Steam history.
- Planned and delivered large-scale hands-on demo builds for global reveals and press events.
- Introduced an alternative milestone evaluation process that surfaced issues earlier and improved product-level decision making.

PQUBE

2015 - 2018

Event Producer and Western Communications

Produced tradeshow, esports tournaments, and press events, and developed western communications and influencer strategy across a slate of titles from Japanese development partners.

Key Achievements:

- Drove the shift from staggered to day-and-date global releases, increasing western engagement and sales by 3x+.
- Ran structured playtests and translated player feedback into design, UX, and localisation input that improved review scores.
- Managed build evaluations and critic-score projections ahead of release.

UBISOFT - Digital Marketing Coordinator

2011 - 2012

Managed content publishing across community channels, the Ubisoft forums, Ubisoft blog, and ubisoft.com English-language content, and managed relationships with third-tier specialist media and content creators.

Key Achievements:

- Built gameplay capture pipelines requiring deep familiarity with builds, tools, and editor navigation.

- Surfaced gameplay and content issues during review that fed directly into internal reports.

UBISOFT - QA Tester & Technical Support

2010 - 2011

Tested gameplay features, authored bug reports, and supported multiple titles across QA, customer support, and community feedback analysis.

INDEPENDENT DEVELOPMENT

2020 - Present

Founded and self-funded a small independent studio, shipping Crystal Drive (2025) and Crystal Drive Z (2026), while developing Zero Protocol (2025 - TBD) and the working prototypes PowerUp Workout and Resonance Social.

Key Achievements:

- Owned product strategy, positioning, messaging, visual identity, portfolio presentation, and release planning across self-funded games and app prototypes.
- Designed Resonance Social as an explainable analytics command centre across X, Threads, Instagram, TikTok, and YouTube, prioritising engagement quality over headline reach.
- Built PowerUp Workout around a clear free-first proposition, a distinct sci-fi identity, and positive progression without punitive streaks or heavy subscription pricing.

EDUCATION:

Teesside University, Middlesbrough, UK

2010 - 2011

Master of Games Art; Major in Game Design

Teesside University, Middlesbrough, UK

2008 - 2009

Bachelor of Computer Games Art; Major in Character Design

Noroff Institute, Oslo, Norway

2006 - 2008

Bachelor of 3D Design and Animation; Major in 3D Film Production

SELECTED SHIPPED TITLES:

Outriders, Outriders Worldslayer, Just Cause 4 + DLC, Life is Strange 2, Cat Quest, Guilty Gear Xrd Rev 2, Far Cry 3, Rayman Origins, Assassin's Creed Revelations