



SARAH JOYNT BORGER MBA, MFA, PGA, AEA

CREATIVE MEDIA EXECUTIVE | STORYTELLER |
BRANDED CAMPAIGN DESIGN | DIGITAL &
SOCIAL INNOVATION

CONTACTS

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KEY ACHIEVEMENTS

- Katy Perry Album Launch**
Executive produced 'Katy's Quest' for Katy Perry's Smile album launch, blending interactive storytelling and live-streamed charity events on Twitch. Achieved 8.5M impressions and 143.2K engagements, setting engagement benchmarks for Capitol Records.
- Dell University Campaign**
Developed and led Dell's high-impact experiential marketing campaign, blending influencer content with dynamic digital interactions to achieve a 40% surge in platform engagement and significantly boost brand visibility

CERTIFICATION

Event Design

Event Design Collective

Change Management

UC Berkeley

Agile Facilitation

ICAgile

SUMMARY

Creative media executive with 15+ years in gaming, entertainment, and digital content, specializing in storytelling and innovative campaign execution across digital and social platforms. Skilled in leading the entire production lifecycle—from creative ideation and budgeting to team leadership and client alignment—to produce content that resonates with audiences and drives client success. Known for building high-performing teams and fostering a collaborative environment that blends creative vision with strategic goals. Experienced in optimizing workflows, setting KPIs, and delivering impactful multimedia projects that meet both creative and business objectives.

INDUSTRY EXPERTISE

Story Telling & Content Strategy



End-to-End Production



Client & Partner Relations



Digital & Social Media Innovation



EXPERIENCE

Riot Games

Berlin, Germany

Head of Media House, EMEA

2022 - 2025

Global oversight of EMEA esports broadcast, event and content production, managing a large team and €30M+ budget to drive operational efficiency and audience growth.

- Led a team of 55+ across multiple departments spanning socials, marketing content, broadcast, post-production, live events, studio content, graphics, venue operations, production and engineering.
- Oversaw integration of virtual production tools and emerging VFX techniques to optimize content pipelines.
- Boosted audience engagement by 24% through branded multimedia content creation, influencer talent, strategic partnerships and region-focused campaigns driven by audience insights and consumer metrics.
- Developed and led social-first content campaigns, leveraging TikTok and Reels to reach a younger demographic, resulting in a 30% increase in social media engagement.
- Managed €30M+ annual ops budget, achieving strategic savings through managing vendor procurement and contracting.
- Drove the creative direction for short-form and lo-fi content on TikTok, Reels, and Instagram Stories to engage audiences with culturally relevant storytelling.
- Directed budget creation and bid processes, ensuring cost-efficient allocation and adherence to project financial targets.

TECHNICAL SKILLS

Project Management

Asana, Trello, Jira, Airtable, ClickUp, BaseCamp, MS Project, Primavera, Cloud Systems, Cross-Platform Publishing, Publisher Operations

Production Tools

ShoFlo, Farmer's Wife, StudioBinder, Vectorworks, Autocad, Lighting/Audio Systems, Video, Projection, ProTools, Remote Broadcast, OBS/Streaming, SMPTE/MIDI

Enterprise & Analytics

Salesforce, CRM, , Marketo, HubSpot, SAP, Oracle, MS Office, AWS, Database, Google Productivity Suite, Google Analytics, Qualtrics, Hootsuite, Sprout, AI Toolsx

Creative Platforms

Adobe Creative Suite, PowerPoint, Keynote, Digital Asset Management, Ikonix, Content Management Systems, Miro/Lucidchart, SketchUp

EDUCATION

University of Southern California

Master of Business Administration (MBA)

- Leadership & Org Development

Academy of Art University

Master of Fine Arts (MFA)

- Film & Television Production

University of California, Berkeley

Certificate In Project Management

- Project Management

California State University Fresno

Bachelor of Arts (BA)

AFFILIATIONS

Producers Guild of America

Actors Equity Association

Project Management Institute

Woman in Gaming International

EXPERIENCE

Electronic Arts

Redwood City

Director, Broadcast Operations

2020 - 2021

Directed broadcast and live event strategy and operations across EA's esports portfolio

- Designed and implemented standardized production framework reducing operational costs by 20% and improved live event delivery efficiency by 25%.
- Established new operational frameworks for production workflows, focusing on operational excellence in cross-functional projects, aligning goals across teams.
- Guided clients through project lifecycle stages, translating technical requirements into actionable project plans and maintaining open communication for high satisfaction.
- Developed and executed media strategies aligning with company strategic goals.
- Led live event and virtual/hybrid studio transition during COVID-19.
- Facilitated high-stakes cross-departmental discussions, reducing bottlenecks and increasing team collaboration across production and publishing teams.
- Applied resource optimization and audience metrics to drive cost reductions of up to 35% across multi-platform projects, enhancing cross-functional efficiency.
- Developed EA RISE initiative, delivering 500+ mentorship hours for women and allies in the department.

DBLA Agency

Remote

Director, Events & Original Content

2020 - 2020

Led strategic 360 content marketing, hybrid events and virtual experiences clients, contributed directly to key content pieces while leading the overall content strategy.

- Executive Producer for multi-million dollar integrated media campaigns and tentpole hybrid events for high-end, luxury, international clients from multiple industries.
- Conducted market research to identify content opportunities, optimizing content output based on audience insights and achieving a 23% client satisfaction increase.
- Developed and executed social-first strategies, including short-form video and interactive content, tailored for high engagement on social platforms.
- Directed brand-centric live events and multimedia content for clients like Dell, Warner Brothers, Capitol Records and Netflix; client satisfaction increased by 23%.
- Led the end-to-end development lifecycle, crafting brand-centric marketing campaigns and bespoke multimedia experiences to pitch for high-end companies, resulting in a 23% increase in client greenlight YoY.
- Managed project and client tracking through CRM systems, supporting efficient project holds, scheduling, and resource allocation.



STRENGTHS

● Organizational Excellence

Strategic Planning
 Process Optimization
 Cross-Functional Collaboration
 Workflow Streamlining
 Safety & Compliance
 Industry Best Practices
 Sourcing & Procurement
 Scaling Production Teams

● Production Leadership

Strategic Event Leadership
 Talent Partnerships & Negotiations
 Union & Labor Relations
 Budget Management
 Vendor & Partner Coordination
 Venue & Facility Management
 Financial Tracking
 Team Scalability
 Union & Labor Relations

● Technical Production

Virtual Production Workflows
 VFX Pipelines
 Technical Systems (LED, Rigging, Audio, Lighting)
 Video Production
 Live Broadcast Production
 Experiential Production
 Multimedia content production
 Asset Management systems
 Hybrid and Integrated Media
 Digital & Social Content
 Content Lifecycle

● Project Management

Cross-Functional Team Management
 Project Bidding & CRM Tracking
 Resource Allocation
 Scheduling & Logistics
 Calendar Management
 Continuous Improvement
 Stakeholder Alignment
 Client Management
 Documentation & Reporting



EXPERIENCE

ESL FACEIT Group

Burbank

Director, Production & Events

2019 - 2020

Led the production of esports events combining live event, broadcast, and branded content (across multiple platforms)

- Implemented new best practices for cross-functional project teams and external partners, resulting in a 15% increase in project success rates YoY.
- Continuously adapted creative strategies to align with trends on emerging platforms, driving engagement and relevancy with audiences on TikTok, Instagram, and other social channels.
- Built strong relationships with global vendors and clients, securing stakeholder alignment across departments and ensuring production efficiency and timely approvals for high-impact, multi-channel campaigns.
- Oversaw integration of virtual production tools and emerging VFX techniques to optimize content pipelines.
- Implemented production operations process updates, improving budget performance 26% QoQ.
- Crafted production and technical standards; documentation and processes implemented at the global level.
- Built and maintained a network of trusted freelance talent to support peak production needs, ensuring team scalability and high-quality output.
- Supervised operations across multiple venues and projects simultaneously.

Blizzard Entertainment

Irvine

Project Manager/Producer, BlizzCon Content

2017 - 2019

Coordinated BlizzCon event, go-to-market campaigns and experiential content production across multiple stages, streams, and digital platforms.

- Managed integration of multiple game development timelines, coordinating release schedules, updates, and patches to align with event-driven publishing goals.
- Transformed BlizzCon from an in-person event into an engaging hybrid experience, leading creative strategy and production across multiple business units.
- Achieved a 37% increase in Virtual Ticket sales and "Best BlizzCon Ever" accolade.
- Drove content and production improvements through strategic alignment across C-level stakeholders and cross-functional teams, establishing KPIs and sales plans that maximized campaign reach and engagement.
- Developed vendor RFP system reducing costs 35%, and all 60+ pieces of original content were delivered on spec, on schedule and on budget.



LANGUAGES

GERMAN

Intermediate



SPANISH

Intermediate

