



SARAH JOYNT BORGER MBA, MFA, PGA, AEA

CREATIVE DIRECTOR | CONTENT STRATEGIST |
DIGITAL INNOVATION IN STORYTELLING

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KEY ACHIEVEMENTS

Riot Esports Arena, EMEA

Designed and built the state-of-the-art destination venue for EMEA esports, integrating **AR/VR storytelling, remote-broadcast technology, and digital media innovation**, increasing viewership by 30%, efficiency by **37%** and sponsorship revenue by 15%

Katy Perry Album Launch

Creative Director/EP for 'Katy's Quest,' an **interactive storytelling campaign** and Twitch charity event, achieving **8.5M impressions and 143K+ engagements**.

Dell University

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

BlizzCon Digital Experience

Designed and executed **multi-platform storytelling** that integrated live, virtual, and interactive elements, earning **Best BlizzCon Ever** and increasing **community engagement by 23%**.

EDUCATION

University of Southern California

Master of Business Administration (MBA)

- Leadership & Org Development

SUMMARY

Creative Director and Executive Producer with 15+ years of experience leading **storytelling-driven campaigns, digital content strategies, and multi-platform brand narratives** in gaming, entertainment, and media. Expert in crafting immersive experiences that drive engagement, brand awareness, and business growth. Adept at managing **end-to-end creative development**, from ideation and concepting to production execution and team leadership. Known for fostering high-performing creative teams and aligning business objectives with bold, innovative storytelling.

INDUSTRY EXPERTISE

Creative Strategy & Brand Storytelling



End-to-End Content Development



Campaign Leadership & Execution



Emerging Tech & Digital Innovation



EXPERIENCE

SJB Consulting | Event Production and Experiential Design

Worldwide

Senior Consultant | Executive Creative Director

2024 - Present

- Partner with global brands to develop and execute **immersive event experiences, content strategies, and large-scale productions**.
- Drive **event production and guest experience optimization** for live and virtual events, ensuring alignment with brand objectives and audience expectations.
- Lead the development of **content strategies that increase engagement and deliver measurable business outcomes** in gaming, esports, and entertainment.
- Provide strategic oversight on **cross-functional campaigns, creative direction, and production operations**, focusing on efficiency and scalability.
- Spearheaded **360-degree experiential concept development and agency pitches**, focused on authentic experiences to enhance audience retention and brand visibility.
- Oversaw immersive **AR/VR content production** for high-profile IPs, leveraging emerging technologies to enhance storytelling.
- Optimized workflows and budgets** for multi-million-dollar productions, achieving up to 35% cost savings while maintaining creative excellence.

Riot Games

Berlin, Germany

Head of Media House, EMEA

2022 - 2024

- Led the creative vision and **content strategy for EMEA esports and product initiatives**, overseeing experiential events, branding, marketing campaigns, and storytelling across multiple platforms.
- Directed **multi-platform digital campaigns** that increased **audience engagement by 24%** through interactive media, influencer marketing, and strategic partnerships.
- Managed a **€30M+ budget**, optimizing vendor contracts and streamlining workflows to **increase efficiency by 37%** while reducing costs.
- Spearheaded the integration of **virtual production tools, AI-driven workflows, and real-time content creation**, modernizing creative development.
- Rebuilt the creative pipeline**, ensuring alignment between game launches, esports events, and global branding efforts and reducing production costs by **20%** while improving output quality and creative alignment across departments.
- Led a high-performance creative team, providing mentorship and guidance that resulted in 25% year-over-year promotions.**

EDUCATION

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)

STRENGTHS

Creative Vision

Brand Narrative Storytelling & Strategy
Full Lifecycle Content Development
Cross-Platform Integrated Strategy
Community & Audience Engagement
Campaign Ideation & Execution
Emerging Media & Interactive Storytelling
360 Marketing Content

Leadership & Team Management

Cross-Disciplinary Team Leadership
Talent Partnerships & Negotiations
Union & Labor Relations
Budget Management (30m+ PNL)
Vendor & Partner Coordination
Venue & Facility Management
Financial Tracking
C-Suite Stakeholder Collaboration
Executive Presentations

Emerging Media

Integrated Content Production
Emerging Media & Digital Storytelling
Virtual Production & Interactive Media
Broadcast & Live Event Innovation
AR/VR & Experiential Design
Multimedia Content Development
Innovative Production Workflows
Media Asset Management
Hybrid & Integrated Media Solutions

Operational Excellence

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

EXPERIENCE

Electronic Arts

Redwood City

Director, Broadcast Operations

2020 - 2021

- Defined and executed the **creative strategy for EA's Esports digital content ecosystem**, directing content development for esports and live events.
- Managed **global live event production and content strategy** for EA's esports and entertainment initiatives.
- Developed and implemented **production workflows**, ensuring streamlined execution and alignment with strategic goals.
- Integrated **celebrity talent and influencer partnerships** into key brand campaigns to enhance visibility and engagement.
- Led **cross-functional collaboration efforts** across publishing, game development, and live event teams to create unified storytelling experiences.
- Developed the **EA RISE initiative**, delivering 500+ mentorship hours for women and allies in the department.

DBLA Agency

Remote

Director, Events & Original Content

2020 - 2020

- Creative Director for **multi-million dollar integrated media campaigns** and tentpole hybrid events for luxury, international clients from multiple industries, like Dell, Warner Brothers, Capitol Records and Netflix; **client satisfaction increased by 35%**.
- Developed content for **social-first marketing strategies**, increasing client greenlight rates by 22% year-over-year.
- 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**.
- Executive Produced **integrated media campaigns** and high-profile experiential events for **global brands like Dell, Warner Bros., and Netflix**.
- **Developed and pitched high-value proposals** for integrated media campaigns, securing greenlights from Fortune 500 brands while creating **immersive brand narratives**, blending live activations, live experiences, and content-driven storytelling.

ESL FACEIT Group

Burbank

Director, Production & Events

2019 - 2020

- Led the **creative development of broadcast and live event storytelling**, aligning digital narratives with brand strategy.
- Launched **esports and gaming content strategies** that expanded reach and engagement by 24%.
- Implemented new **best practices for cross-functional project teams** and external partners, resulting in a 15% increase in project success rates YoY.
- 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**.
- Implemented operations updates, **improving budget performance 26% QoQ**.

Blizzard Entertainment

Irvine

Project Manager/Producer, BlizzCon Content

2017 - 2019

- Directed **end-to-end creative content strategy** for BlizzCon, producing original content that boosted **Virtual Ticket sales by 37%** and "Best BlizzCon Ever" accolade.
- Led cross-functional teams in **narrative development, broadcast storytelling, and branded digital media**.
- Collaborated with talent, influencers, and internal stakeholders to create **award-winning campaign content**.
- Transformed BlizzCon from an in-person event into an engaging hybrid experience, leading creative strategy and production across multiple business units.
- Developed vendor RFP system **reducing costs 35%**, ensuring all original content was delivered on spec, on schedule and on budget.



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, Ikonic, Content Management Systems, Miro/Lucidchart, SketchUp



AFFILIATIONS

Producers Guild of America

Actors Equity Association

Project Management Institute

Woman in Gaming International



CERTIFICATION

Event Design

Event Design Collective

Change Management

UC Berkeley

Agile Facilitation

ICAgile



EXPERIENCE

NBCUniversal

Universal City

Supervisor, Marquee Events & Venue Operations

2012 - 2017

- Managed large-scale **live events and immersive experiences** including **Halloween Horror Nights, Grinchmas, and The Wizarding World of Harry Potter Grand Opening**.
- Coordinated **cross-functional creative and technical teams**, ensuring seamless integration of storytelling, production, and guest engagement strategies.
- Optimized production workflows**, resulting in a **21% operational cost reduction** while improving audience experience scores.
- Spearheaded **event-specific media content**, enhancing brand visibility and promotional reach.
- Maintained **high-profile partnerships with talent, vendors, and cross-functional stakeholders** to deliver top-tier entertainment experiences.



LANGUAGES

ENGLISH

Native



GERMAN

Intermediate



SPANISH

Intermediate



JAPANESE

Beginner



AWARDS & RECOGNITIONS

2025 BrandEX Award: Best Brand Architecture

Riot Games Esports Arena, EMEA (Creative Director)

2023 Emmy Winner "Best Esports Broadcast"

League of Legends Worlds Finals, Riot Games Senior Leadership, Broadcast Team

2022 Emmy Winner "Best Esports Broadcast"

League of Legends Worlds Finals, Riot Games Senior Leadership, Broadcast Team

2021 Webby Award Nomination: Video | Events and Live Streams (Branded)

Hubie Halloween Island, Netflix, FCA & DBLA Agency, Executive Producer

2019 Emmy Nomination, "Best Esports Broadcast"

Apex Legends at the X-Games, ESL, Creative Director/Executive Producer

2017 Golden Ticket Award: Best Halloween Event

Halloween Horror Nights, Universal Studios Hollywood, Producer

2017 Thea Award: Outstanding Achievement

Springfield, Universal Studios Hollywood, Production Team

2017 Thea Award: Classic

Waterworld, Universal Studios Hollywood, Venue Operations/Production Team

The Wizarding World of Harry Potter-Opening Record Breaking Attendance

Universal Studios Hollywood, Production Team