

Anurak To-Ngam

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Eastbourne, UK
Open to relocate to London

Community & Marketing Manager with experience building and growing online communities across gaming and digital products. Skilled in community engagement, social media, content, creator partnerships and marketing campaigns, with a focus on audience growth, retention and user experience.

Portfolio: <https://phayu94.my.canva.site/>

CORE EXPERTISE

Community: Community Strategy & Growth • Community Engagement & Retention • Community Operations & Scaling • Member Onboarding • Moderation & Safety • Community Events & Activations

Marketing & Content: Social Media Management • Content Strategy & Creation • Marketing Campaigns • Copywriting • Short-form Video & UGC • Content Repurposing • Content Calendars

Growth & Partnerships: Creator & Influencer Partnerships • Referral & Loyalty Campaigns • Audience Acquisition • Partner Management • Campaign Activation

Insights & Feedback: Community Analytics • Engagement & Campaign Performance • User Behaviour & Retention • User Feedback & Sentiment • Product Feedback

ACCOMPLISHMENTS

- Managed daily community operations across Discord and Telegram, supporting communications, enquiries and engagement for a 100,000+ player community.
- Organised and independently delivered AMAs and livestreams, coordinating speakers, schedules and communications to reach up to 22,000 viewers.
- Managed social content and audience engagement for Sleepagotchi, contributing to X growth of 170,000+ followers.
- Improved Forgeblast's onboarding and engagement systems, increasing new-member retention by 44% through clearer processes and community experiences.
- Coordinated Sleepagotchi's Gamescom 2025 presence, managing event activity, audience engagement and player-facing communications.
- Supported the Sleepagotchi LITE Telegram game launch, helping drive 55,000 MAU and achieve Top Grossing and App of the Day recognition.
- Supported the Sleepagotchi RPG beta launch, reaching 200,000+ registered users and 50,000 DAU, alongside Top 10–100 rankings across Southeast Asian markets.
- Ran influencer and creator campaigns and tracked performance, achieving an average 48.5x ROAS, \$47.53 ROI and \$3.53 CPI.
- Owned Forgeblast's Kickstarter campaign from planning through delivery, coordinating content, communications and supporter engagement to help raise €10,000.

PROFESSIONAL EXPERIENCE

Head of Community | Sleepagotchi, Inc | [Contract] October 2024 - Present

Lead community operations across indie mobile games, working across community growth, player engagement, marketing campaigns, social media, creator partnerships and product feedback.

- Scaled community operations by developing Discord and Telegram systems across onboarding, moderation and communications, supporting an organised community as the player base grew.
- Strengthened ongoing player engagement by developing Community Nights, AMAs and activities, giving players regular reasons to participate beyond game updates.
- Supported successful go-to-market execution by coordinating community activation, social content, creator campaigns and player communications across all launch stages.
- Expanded product awareness through social media by creating and managing copy, visuals, gameplay and short-form content around launches and campaigns.
- Strengthened the player feedback loop by monitoring behaviour, sentiment and recurring issues, translating community insights into actionable feedback for product and development teams.

Community & Growth Manager | Forgeblast | [Contract] January 2023 - October 2025

Owned go-to-market strategy and execution, planning community growth, creator partnerships, content and campaigns to drive product awareness, acquisition and engagement.

- Built community operations from the ground up by establishing Discord, onboarding and engagement processes, creating a foundation for an early-stage community without a playbook.
- Expanded product acquisition channels by developing GTM campaigns across community, social media, creators and partnerships, testing different approaches to attract new users.
- Built a creator and gaming partner network through prospect research, direct outreach and relationship management, expanding the platform's reach beyond its existing audience.
- Created recurring reasons for users to engage by delivering gaming-focused content, tournaments and community activations, supporting product awareness and participation.
- Improved growth decision-making by analysing acquisition, churn and user behaviour, identifying drop-off points and using insights to guide retention and future activity.

Operations & Communications Manager | Little Elephant | [Full Time] June 2017 - April 2025

Managed day-to-day operations, customer communications and marketing activity, building strong foundations in customer experience, content and commercial decision-making

- Improved operational efficiency by refining processes across staffing, service and suppliers, creating a more consistent customer experience.
- Built the business's social media presence by producing photography, video, Reels and promotional content, increasing awareness and audience engagement.
- Strengthened local customer acquisition by planning and delivering marketing campaigns across digital, events and offline channels, using customer behaviour and feedback to guide activity.