



Contact

Phone

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Email

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Education

2022

MA Creative Event Management

Distinction

Falmouth University

2017

BA Video Game Development

Cum Laude

Savannah College of Art and Design

Software

- Google Workspace (Drive, Docs, Sheets, etc.)
- Microsoft Office (Excel, Docs, Outlook, Etc.)
- Adobe (Photoshop, Illustrator, After Effects, Premiere)
- Canva
- Instagram, Facebook, Twitter,
- Discord, Twitch, YouTube, Meta Business Suite
- Unreal Engine 4 & 5, Unity, RPG Maker VX Ace/MV
- Squarespace, Wix, Wordpress
- Slack, Basecamp, Trello
- OBS, Streamlabs
- Intuit (Quickbooks, Mint, etc.)

Skills

Game Design, Narrative Design, Graphic Design, Team Leadership, Project Management, Problem Solving/Tech Support, Bookkeeping, Budgeting, HR (Hiring), Customer Service, Business Administration, Data Management, Documentation, Analytics, Social Media Marketing

Lawrence Appenzeller

Producer and Designer

Down to earth professional and LGBTQ+ advocate known for design and project management for video games, small businesses, nonprofits, and stewardship of community-centered projects. Indie studio owner designing educational and narrative focused games. With education in video game development and masters studies in creative event management, including business operations, is highly skilled in team collaboration and managing projects with Scrum, Kanban, or Waterfall methodologies. Shipped: Of Bird and Cage, Capricia Productions (Cinematic Design)

Experience

- **Producer & Designer** | Hatchling Media LLC, DBA Hatchling Games, Savannah, GA, June 2023-Current
 - Responsible for all **business administration and operations for a small video game studio** focused on education; employing 6 artists, programmers, and researchers
 - Also formed a transgender and non-binary video game developer and artist guild alongside the studio
 - Highly flexible, remote, and work-life-balance focused utilizing universal wage structure
- **Event and Marketing Director** | Savannah Pride, First City Pride Center, Savannah, GA, July 2021-November 2023
 - Designed and produced 2 large scale events each year
 - **Grew 7 programs to 15 programs and services**, in charge of all data and documentation
 - Accomplished a **380% increase in fundraising** from 2021-2022, increased social following by 20%, increased **program attendance by 40%**
 - Brought 30k rolling attendance to Pride events— gathered, organized and reported all metrics and data
 - In 2021, Pride in person was canceled two months before the event due to COVID, and designed a virtual event **that raised \$20k.**
- **Project Manager, Branding, and Designer** | DigiTail Network, Remote, March 2022- May 2022
 - Online virtual dog adoption event
 - Managed marketing, documentation, and reporting along with event design and branding
 - **Achieved our maximum attendance limit** of 30 across two events from a new brand
- **Administration, Operations and Graphic Design** | Brighter Day Natural Foods, Savannah, GA, April 2020-August 2022
 - Assisted in budgeting and business operations for **\$1.5 million budget** business
 - Designed curbside system, programmed and updated ECRS Webcart store in response to COVID-19, Uploaded over **1000 web items**,
 - Managed various business projects and lead 3 person team for data management
- **Cinematic Designer, Script Editor** | Of Bird and Cage, Capricia Productions, Remote, August 2016-September 2017
 - Of Bird and Cage is a unique metal album presented through a two-hour-long story-driven third person game created in Unreal 4 and published by All In! Games with **81% positive reviews on Steam.**
 - Storyboard to in-engine cinematics for first person cutscenes, including narrative design and script editing as well as Blueprint work with lead programmer
- **Producer and Lead Designer** | Dose, Interworld Games, Savannah, GA September 2016- June 2016
 - Free to download video game made in Unreal Engine 4. The player uncovers the story of Dara by solving puzzles, exploration, evading a strange looming shadow, and making narrative and dialogue choices that affect gameplay and ultimately Dara's fate.
 - Directed a team of **4 artists, 1 level designer, and 1 programmer** focusing on game design, narrative design, and cinematic design
- **Producer/Director** | SwarmCon, Savannah, GA January 2014-June 2016
 - Directed and coordinated a fan convention with an art industry focus, tailored for students attending SCAD.
 - **1000 attendance year one, and more than doubled attendance year two.**