Bilal Ibrar Content and Community Manager

bilal.ibrar@gmail.com Remote Website and Portfolio LinkedIn

PROFESSIONAL SUMMARY

Content strategist and community specialist with **15+ years in tech and gaming**, having led social content and community strategy for **Epic Games** across **Fortnite**, **Unreal Engine, Quixel Megascans, UEFN, Fab and the creator ecosystem**. Experienced in building creator communities, executing multi-platform content programs, and driving organic growth for global GTM campaigns. Equally comfortable bridging deep technical tools and the creators who use them. Actively integrating GenAI workflows into content production.

WORK EXPERIENCE

Epic Games, *Content and Community Manager* 03/2022 – 04/2026

Cary, North Carolina, USA, Remote

- Led social media channel strategy and creative content production for Epic Games creator communities including Unreal Engine, Fab, ArtStation, Quixel Megascans, Sketchfab, Twinmotion, and RealityScan.
- Executed major Fortnite IP collaboration campaigns including **F1 x Fortnite**, **Fall Guys Crown Jam**, and **Borderlands 4** partnerships, reaching tens of millions of players across platforms.
- Scaled Quixel Megascans social presence, consistently delivering millions of monthly impressions across the world's largest photogrammetry library..
- Supported the Fortnite social team with content curation and community feedback escalation to engineering and product leadership.
- Managed live community sentiment analysis and reporting for flagship products including Fortnite and Fall Guys, giving executive teams real-time actionable data.
- Collaborated cross-functionally with marketing, QA, and product teams to ensure accurate, timely community-facing content and communication across all creator brands.

Millo.co, *Part-Time Digital Marketing Manager* 04/2016 – Present

Salt Lake City, Utah, USA, Remote

Part of the team delivering content to Millo's community of creative entrepreneurs and freelancers.

- Built and managed Millo's blog content calendar from scratch, consistently delivering content that drives 100,000+ monthly pageviews.
- Executed email marketing campaigns with an average open rate above 20% for clients including Wix, FreshBooks, Airtable, Bonsai, and DesignCuts.
- Produced and managed editorial and social content across Millo, SolidGigs, and DesignWorkLife properties.
- Managed podcast operations for Freelance to Founder and My Freelance Life, including content production, sponsorship, and scheduling.
- Built and maintained community programs across all Millo product platforms.

EDB, *Social and Digital Manager* 04/2019 – 03/2022

Boston, Massachusetts, USA, Remote

- Led the company's global social media program covering organic and paid efforts across all verticals, regions, and internal teams.
- Managed digital content production including blogs, webinars, whitepapers, and training materials, all focused on organic lead generation.
- Launched EDB's social media influencer strategy and internal social advocacy program.

Jazz, wi-tribe, Maven Logix, 2F2F Karting Track, Allainert, 12/2011 – 07/2019 | Islamabad, Pakistan

Earlier Roles - Digital Marketing, Marketing Executive

SKILLS, KNOWLEDGE AND HOBBIES

Core Competencies: Social Media Strategy | Content Marketing | Community Management | SEO | Email Marketing | Creator Programs | Go-to-Market Strategy | Organic Growth | Editorial Planning | Campaign Execution

Platforms and Tools: WordPress | HubSpot CRM | MailChimp | SEMrush | Moz | BuzzSumo | Google Analytics | Google Ads | Canva | Notion | Photoshop | Illustrator

Technical Knowledge: Unreal Engine 5 Ecosystem | 3D Photogrammetry | Digital Storefronts (Fab, Unity, Blender) | PostgreSQL Ecosystem Familiarity | GenAI Workflow Integration and Content Automation

Interests and Hobbies: PC Gaming | Formula 1 and Motorsports | Sim Racing | Doctor Who (Owner of DoctorWhoToday.com website)

ACHIEVEMENTS

'Darth Vader in Fortnite' Special Projects Team, *Epic Games*
Part of the original special projects team that launched the Darth Vader AI feature in Fortnite, contributing to social and community execution.

Led Social GTM Launch of Fab.com, *Epic Games*
Directed the global social launch and full go-to-market content strategy for Fab.com, Epic's unified digital content marketplace.

Star performer Award, *Epic Games*
Star Performer for three consecutive quarters in 2024 and included in Epic's Critical Hires group in 2025.

Content Calendar Growth to 100K views, *Millo.co*
Developed Millo.co's blog content calendar from scratch - now producing consistent quality content bringing over 100,000+ pageviews on average every month

Email Marketing Success for International Brands, *Various Businesses*
Executed successful email marketing campaigns with over 20% avg open rates, for known brands such as Wix, FreshBooks, and Airtable

SKILLS / CERTIFICATIONS

Digital Marketing Certified
Google Digital Garage

Inbound Digital Marketing Certified
Hubspot

Email Marketing Certified
Hubspot

Advanced SEO Certified
Moz

EDUCATION

Master of Business Administration (MBA), Islamabad

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