

# Jennifer Bott

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## Experience

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### Content Lead, FlyQuest

December 2024 - Present

- Lead FlyQuest's video content strategy across YouTube, TikTok, Instagram and X, overseeing the full production lifecycle across marketing campaigns, brand partnerships, and evergreen content. Generating an 80% view increase in 2025 compared to 2024.
- Expanded the reach of the niche women's esports community by producing high-quality, optimized documentary content for YouTube resulting in 30x - 100x performance outlier videos across talent and branded channels. In addition to placing 1st in Long Form Content & 2nd in Short form Content for the ESL Impact Club incentive securing FlyQuest \$75k in prize incentives.
- Collaborate with the Partnerships team to deliver high-performing campaigns for brands such as Logitech, Von Dutch, Olipop, and NZXT; Generating strong engagement and measurable impact toward each partner's goals.
- Manage production pipelines, vendor relationships, and six-figure budgets, directing media days and ensuring creative alignment across concurrent projects.

### Creative Producer, FlyQuest

July 2023 - November 2024

- Launched and scaled the new FlyQuest VALORANT YouTube channel to 2M+ views in year one through data-driven programming by identifying interesting stories for long form content and wide reaching educational short form content.
- Directed campaign-level video content supporting major competitive events, collaborating cross-functionally with marketing and partnerships to deliver creative that resonated with FlyQuest's player community.

### Video Editor (Contract), Riot Games

April 2023 - July 2023

- Shaped the stories for Riot Games's LCS and VCT features, delivering fast-turn edits that met strict creative standards and consistently resonated with League and VALORANT audiences worldwide.

### Producer, Madison Square Garden

Feb 2023 - April 2023

- Oversaw content strategy and production for MSG's women's esports division, developing branded video content with partners like Logitech and Spectrum to elevate audience engagement and visibility.

### Producer/Editor, 100 Thieves

May 2022 - January 2023

- Spearheaded concept-to-release production of documentaries, in-game challenge series, and podcasts for the 100T VALORANT and LA Thieves YouTube channels scoping creative, coordinating shoots, and supervising post to deliver platform-optimized content that upheld social-media best practices and brand voice.
- Created fun and effective brand integrations with AT&T x 100T VALORANT, making ad reads fun, engaging and something fans looked forward to; Driving positive sentiment around the brand partnership.

### Video Editor, 100 Thieves

July 2021 - April 2022

- Shaped the narrative and visual flow of 100 Thieves' mini-documentaries, behind-the-scenes features, and challenge videos; delivering platform-optimized edits for YouTube and social channels that strengthened brand voice and boosted audience engagement.

### Freelance Video Editor, Marvel Entertainment

June 2020 - July 2021

- Owned end-to-end post-production for Marvel's flagship social media content across YouTube and Instagram, generating over 10M total views while ensuring brand consistency and highlighting the Marvel community.

## Skills

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- Long Form & Short Form Content Strategy
- Producing, directing & production management
- Budget ownership & contract negotiation
- Creative direction & storytelling
- Generated over 100 million lifetime views
- Cross-functional leadership & conflict resolution

## Education

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Marist College, Poughkeepsie, NY

BA Media Studies and Production, 2018, GPA: 3.83, Minor in Music