

Hey! I'm Mai Koythong.

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Overview

- 8+ years of industry experience as a storyteller and writer championing the player experience
- Experience ranges from beloved global IP to mighty indie studios including Pokémon GO, League of Legends, Roblox, Sonic the Hedgehog, Theorycraft Games, Wildseed Games, Words With Friends, and more
- Skills: Story Structure, Character Development, Dialogue, VO, Copywriting, UI Text, Worldbuilding
- Software: Twine, Ink, Google Suite, Word, Excel, Jira, Confluence, Perforce

Industry Experience

Niantic (Freelance) / Remote / 2023 - Present

GAME WRITER

- Collaborating with the Pokémon GO development team, The Pokémon Company, and the rest of the production team to create and maintain consistency across original plotlines, character dialogue, story arcs, editorial content, and narrative beats; this includes tutorials, Trainer interactions, and Special Research for Team GO Rocket, Community Days, GO Fest, and GO Tour

Roblox (Contract) / Remote / 2021 - 2022

WRITER

- Wrote for Roblox's business development, licensing, and marketing initiatives (brand partnerships, virtual events, games and experiences, tone of voice guidelines, figures and sets, app store promos)
- Wrote 200+ [virtual item descriptions](#) and [announcement blogs](#) for experiences on Roblox, which were published on Xbox Wire

Riot Games / Los Angeles, CA / 2016 - 2020

CREATIVE LEAD, SENIOR WRITER (PROMOTED)

- Aligned product, marketing, music, and esports teams on character backgrounds for and naming K/DA; contributed to the lyrical brief and provided creative feedback on music video POP/STARS
- Wrote [character bios](#) for Star Guardian, the first skin line to launch on Universe
- Developed voice guides for League of Legends and Wild Rift, reaching alignment with product managers, brand managers, and communications strategists
- Wrote a [dev blog](#) about the name development process for skins in League of Legends
- Wrote [cinematic scripts](#), [trailers](#), [in-game activations](#), [websites](#), and other creative assets for multiple skin lines and champions that were seen by millions of players around the world
- Assisted voice director in VO recording sessions for cinematic and champion spotlight trailers including Sett, Qiyana, Star Guardian Ahri, Mecha Kingdoms Jax, Pulsefire Caitlyn, Eclipse Leona, and PROJECT: Ashe

Ayzenberg / Pasadena, CA / 2014 - 2015

COPYWRITER

- Wrote social media copy for Words With Friends, Dying Light, Rock Band 4, and Sonic the Hedgehog
- Co-led writers room for live Sonic the Hedgehog [Twitter takeover](#) featuring VO talent for Sonic and Dr. Eggman

Education

2023

THE NARRATIVE DEPARTMENT

Game Writing Masterclass I

2023

WRITING PAD

Short Story Workshop
Humor Writing Workshop

2008 - 2012

THE UNIVERSITY OF TEXAS AT AUSTIN

BBA, Marketing | B.S., Advertising