

# Hey! I'm Mai Koythong.

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## Overview

- 9 years of games industry experience as a highly collaborative writer across narrative, marketing, and brand
- Global IP experience includes Pokémon GO, League of Legends, Roblox, Sonic the Hedgehog, and Zynga
- Skills: Dialogue, Scriptwriting, Worldbuilding, Copywriting, Copyediting, Character, Voice Guides
- Software: Google Suite, Word, Excel, Jira, Confluence, Perforce

## Experience

*Niantic (Freelance) / Remote / 2023 - Present*

### GAME WRITER

- Collaborating with the Pokémon GO development team and The Pokémon Company to create and maintain consistency across original plotlines, character dialogue, story arcs, and narrative beats; this includes tutorials and Special Research for Team GO Rocket, Community Days, and Masterwork Research

*Phoenix Labs (Contract) / Remote / 2024*

### GAME WRITER

- Wrote 500+ lines of dialogue for a diverse cast of characters as one of three narrative design team members on an unannounced IP
- Guided voice talent remotely on ambient, chat, and quest dialogue in VO record sessions
- Contributed to worldbuilding elements and marketing materials

*Millions of Monsters (Contract) / Remote / 2023*

### NARRATIVE WRITER

- Developed foundational worldbuilding materials for an unannounced IP alongside the game design, art, and UX teams, including world setting and conflict, game themes, and faction sheets

*Roblox (Contract) / Remote / 2021 - 2022*

### CREATIVE WRITER

- Wrote for Roblox's business development, licensing, and marketing initiatives, which included [press releases](#) for virtual brand partnership events, tone of voice guidelines, humorous [product copy](#) for figures and sets, app store promos, and push notifications

*Riot Games / Los Angeles, CA / 2016 - 2020*

### CREATIVE LEAD, SENIOR COPYWRITER (PROMOTED)

- Wrote [cinematic scripts](#), [trailers](#), [in-game activations](#), [websites](#), and other creative assets for League of Legends' skin lines and champions that were viewed 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
- Overhauled writing team processes, creating a Team Drive to house onboarding, voice, and style guides

## 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  
Texas Creative Portfolio Program