

# Hey! I'm Mai Koythong.

[mko.narrative@gmail.com](mailto:mko.narrative@gmail.com) | [LinkedIn](#) | [Portfolio](#)

---

## Overview

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

## Experience

*Phoenix Labs (Freelance) / Remote / 2024 - Present*

### **NARRATIVE DESIGNER**

- Providing narrative writing support including ambient dialogue, quest design, and other worldbuilding elements for an unannounced IP

*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

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

### **NARRATIVE WRITER**

- Developed foundational worldbuilding materials for a genre-defining 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 multiple skin lines and champions 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