

Nelson English Usage

Digital resources for the Australian Curriculum

Résumé bootcamp 2: Marketing your company

After drafting your job advertisement, you send it to your boss, Madeline Dupin, for approval. Although she likes your ad, she has some specific suggestions for improvement. In particular, she feels that although you sell the job as a general position, you could market Cloak and Dagger Gaming in a much more effective manner.

To give you some ideas of what they are looking for, Cloak and Dagger's Marketing Manager, Rod Usher, sends you a sheet of key facts often used in Cloak and Dagger marketing campaigns.

- Formed in 2001
- Less than 250 employees
- Office based in Melbourne
- Released a number of highly successful video games, including those based on *Jason and the Argonauts*, a MMORPG; *The Big Sleep*, a noir video game, *The True History of the Kelly Gang*, a first person shooter game; *Smoke and Mirrors*, a stealth game; and *Underbelly: Gangland*, a first person shooter game and TV series tie-in.
- Specialises in low-key interpretations and film noir-style graphics and dialogue
- The subject of a fan club, the Shady Assassins, which has 90 000 members worldwide
- Has consistently been in the top five gaming companies worldwide for the last six years
- The most successful video gaming company in Australian history
- Releases to a variety of platforms: PC, Wii, PS3, Xbox 360; Kinect; DS Lite; and more recently, Facebook, iPad, iPhone, and Android
- Has released games with characters voiced by celebrities, including *Fringe's* Anna Torv; *Alice in Wonderland's* Mia Wasikowska; *Home and Away's* Ray Meagher and Eric Bana.

The fact sheet is helpful, but highlights your lack of knowledge in the industry. Again, you need to research.

Questions

1 Briefly summarise the story behind *Jason and the Argonauts*.

2 Summarise the key features of a MMORPG. What aspects of *Jason and the Argonauts* might have made it a suitable backstory for this kind of game?

3 Briefly summarise the novel, *The Big Sleep*.

4 What is 'film noir'? From your research, can you think of any reasons why *The Big Sleep* might suit such a game?

5 What is a first person shooter game? Why would *The True History of the Kelly Gang* be a good inspiration for a shooter game?

6 What is the meaning of the phrase 'smoke and mirrors'?

7 Research word origins and meaning to discover why the Cloak and Dagger fan club might name itself 'The Shady Assassins'.

8 Write each of the abbreviated platform names out in full, also listing their manufacturers (if applicable):

Android

DS Lite

Facebook

iPad/iPhone

Kinect

PC

PS3

Wii

Xbox 360

Instructions

Rewrite your job advertisement, taking into account the feedback from your 'boss' and the company's selling points. What would make you want to work at a particular company?

Job title or headline

Introductory sentences

List of desired attributes and/or duties performed in the job

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Summary sentences

Submit your job advertisement to your teacher for assessment. When you receive feedback, you will begin Résumé bootcamp 3.

Teacher comments