

RITA WALSH

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PROFESSIONAL SUMMARY

Narrative Designer and Data Strategist with an MFA in Writing and over a decade of experience creating complex worlds, characters, and branching narratives. Proven ability to turn player data into narrative and monetization strategies that boost engagement and player conversion. Two-time USA Today Bestselling Author with 23 published novels. Skilled collaborator across art, implementation, and technical teams. Passionate about blending storytelling, analytics, and innovation to craft immersive, high-performing games.

PROFESSIONAL EXPERIENCE

Narrative Designer

Crazy Maple Studio | Nov 2023 – Oct 2025

Crafted narrative content for five live titles in partnership with art, data, and product teams, resulting in two games reaching the top ten purchase-per-player (among titles released during tenure).

Built advanced Google Sheets models to simulate attrition, choice randomness, and revenue forecasting, refining monetization strategies to meet goals.

Workshopped and edited outlines and scripts for coworkers, focusing on pacing, romantic tropes, dialogue, and emotional resonance.

Authored behavioral mapping reports linking player data to narrative engagement.

Served as principal narrative designer on five projects ranking in the top 25% for purchase-per-player conversion among 550+ titles.

Collaborated with leadership to design monetization frameworks that balance emotional pacing with revenue goals.

Editor-in-Chief

Seltzer Nation | Feb 2022 – Mar 2024

Led editorial and analytics strategy using SEO and Google Analytics to optimize content.

Managed a team of writers; edited and scheduled long-form digital content.

Created keyword-based metadata systems that improved search visibility and engagement.

Planned high-conversion social media campaigns.

Interviewed celebrities and CEOs.

Implemented GenAI tools for content creation, research, and editing.

Editor & Author

Freelance | Aug 2013 – Present

Provided developmental, line editing, and proofreading for fiction works.

Authored, formatted, and marketed 23 novels and novellas; two-time USA Today Bestselling Author.

Focused on emotional pacing, branching structures, and high-conversion story arcs for digital platforms.

Sales & Art Consultant

Higgins Harte Ltd. | Aug 2011 – Jul 2012

Managed client relationships, artist research, gallery operations, and invoicing.

Volunteer Educator – Prison Education Project | 2020

Designed and taught “Autobiographical Writing” curriculum for incarcerated students via correspondence.

Delivered a lecture on writing, publishing, and creative reintegration.

EDUCATION

MFA in Writing – California College of the Arts, San Francisco, CA | 2020 – 2022

Focused on fiction and creative nonfiction; mentored by Jasmin Darznik and Tom Barbash.

BA in Art History – Humboldt State University, Arcata, CA | 2003 – 2007

Concentrated on 20th-century art and museum practices.

AWARDS & HONORS

USA Today Bestselling Author (2x)

Kindle Scout Winner (2017)

SKILLS

Narrative & World Design • Branching Storylines • Character Development • Story Pacing • Copywriting • Editing • Metadata Strategy • Data Analysis • Cross-Team Collaboration • Leadership & Mentorship • Documentation & Communication • Deadline Management • Market Trend Analysis

TECHNICAL SYSTEMS

Google Analytics • Google Sheets (Modeling & Simulation) • Google Suite • Adobe Creative Suite • Microsoft Office Suite • CMS • ERP • GenAI Tools (Prompt Design & Workflow Automation) • Data Modeling • Player Behavior Analysis • KPI Tracking (DAU, IAP, Conversion) • Familiar with C++, Autodesk & QA Pipelines

Professional references available upon request.