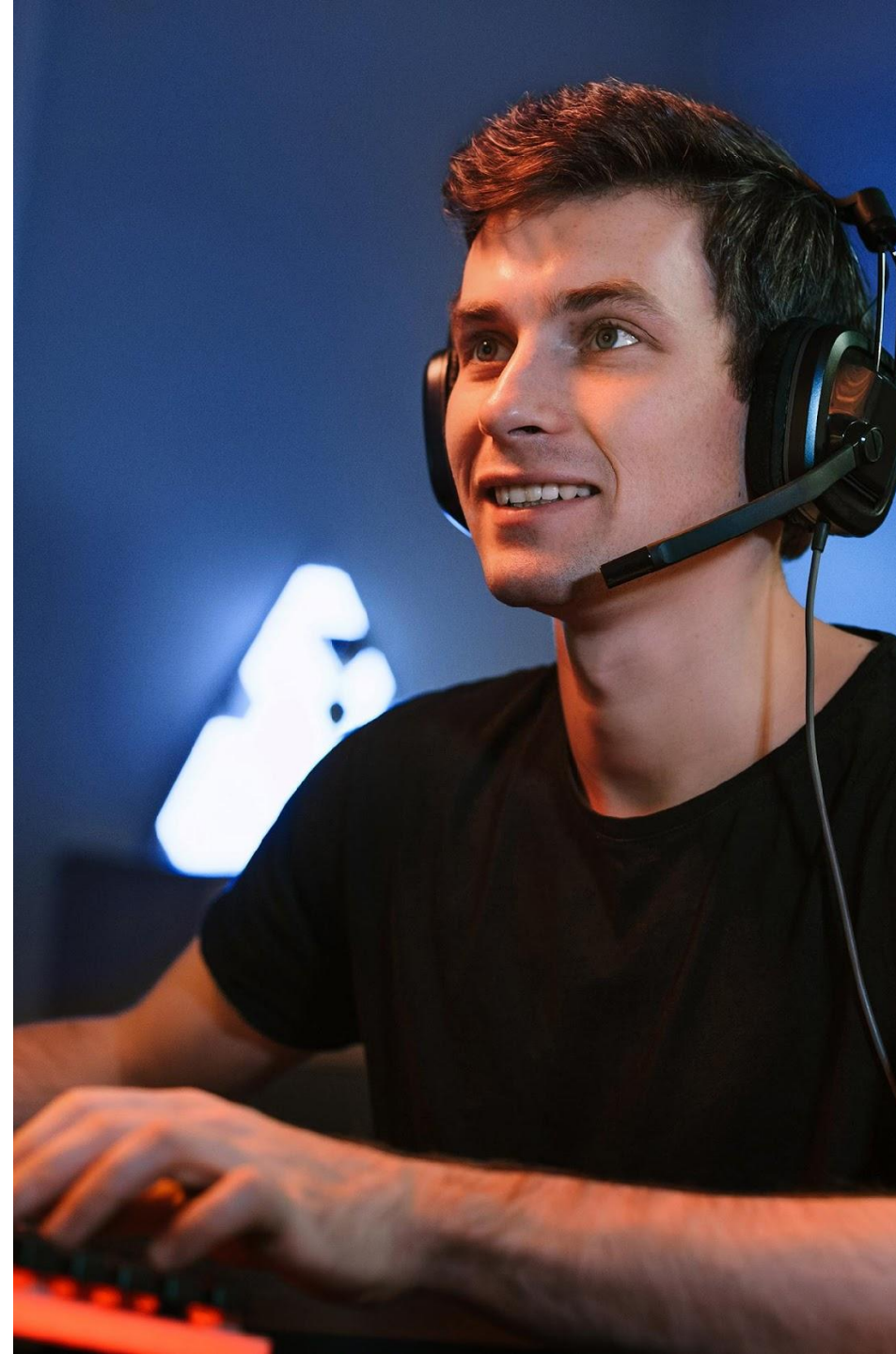




Hello World

#2025



The

Story so far

WHAT IS SHERIMEDIA	3
FOUNDER	4
TEAM	5
WHAT I DO	6
HOW I DO IT	7
CLIENTS	8
WORK WITH ME	9



What Is...

Sherimedia, is a full-service marketing and PR consultancy.

I have been delivering outstanding results for game development and publishing teams worldwide for over 20 years.

I get you (I understand), I strategise, I engage, and I champion your voice like no other.

Working remotely, I embed as part of your team to stay ready when you need me most.

Founder

Dan Sheridan

Experience

25 years in entertainment industry (20 years Gaming)

Industry Credits

EA, SEGA, Disney, nDreams, Techland, Sherimedia

Key Skills

Director of Public Relations, Partnerships & Community

Memberships

Full BAFTA Member

Favourite Games

Shooters, Racing, RPGs, Indie Gems and everything in-between





Team Remote

I've been working remotely with a distributed team since 2018. I only partner with consultants who have at least 10 years of experience in AAA game development or publishing, with credits including 2K, EA, SEGA, Konami, PlayStation, and Xbox.

When extra help is needed, I refer consultants based on their experience and expertise. I work directly with self-managed professionals who share my methodologies and terms, acting as an extension of my team without adding any burden on yours.

I'm proud to offer a global service model that scales with each project.



What

I do

I focus on four main areas of expertise:

Public Relations & Influencers

- Press materials, press kits, outreach, events, crisis management, coverage reporting, campaign consultancy, merchandise, partnerships, creator kits

Community Management

- Awareness and Engagement, Messaging, Support

Marketing Strategy (incl. Social Media)

- Go to Market Strategy (GTM), Creative, Content Creation, Analytics, Social Media Management & Listening

Publishing Consultancy

- Provide additional support to developers publishing games on META VR, Nintendo, PlayStation, Steam, and Xbox.

<< See appendix for the full-service breakdown >>



How

I do it

Every conversation starts with a free consultation, to understand your needs, goals and how you work. I then define a high-level strategy, the budget, a scope of work, and the all-important master agreement.

Once we have agreed on the scope and defined the deliverables, I will commence work.

Throughout the project, I'll organise regular check-ins to keep you updated and to course correct if needed.

Clients

Past and Present

Gaming + Entertainment

Dark Product, Techland, Skybound Games

Tech

Logitech (ASTRO), Lenovo

Agency

BeefJack, Project N, Waste Creative

Indie

Blue Brain Games, Glitchers, Grindstone, RyseUp Studios

Misc

Flightball, Not A Shark Company, Reality+, PlayerState, Wippit

Due to the nature of the work, I can only provide case studies upon request.
If you are looking for specific examples – let me know and I will happily provide these or tell you straight up if I can't.



**DARK
PRODUCT**





Work With Me

I can work on an hourly basis, a fixed project fee, or a retainer (with a minimum commitment of three months.) I do not accept Crypto or shares as payment. However, I do accept multiple currencies (€, \$, £, and others). I invoice at the end of each month, and payment terms are within 14 days unless otherwise agreed.

I will consider revenue sharing arrangements, provided they are in addition to a regular payment option.

Quotes are valid for 30 days. Once the quote is accepted, the scope of work (SOW) is agreed upon, and the service agreement is signed, I will begin work.



Appendix

Detailed Services

Public Relations

Campaign Strategy

Full campaign strategy, I work with you to define key beats, campaign timeline to meet your objectives; adjusting as required

Press Materials

Write press releases, news & media alerts with engaging copy. Produce podcasts and evergreen content. Coordinate & manage interviews product pitches for both written and video content.

Press Distribution

Distribute press materials to journalists through 1:1 engagement via own network & distributed services

Events

Manage and produce offline/online preview, review & behind closed doors events for your brand, game or product including giveaways

Crisis Management

I solve problems & recommend strategies to overcome the crisis, preparing first response messaging. action plans including media monitoring & reporting – ready to adapt as required.

Community Management

Engagement

Champion brand voice within the community 24/7 on relevant channels; managers and moderators are recruited with a minimum of 2 years experience and can provide engagement in multiple languages

Developer | Publisher | Product Advocacy

Foster, nurture and build relationships, add value and act as a liaison between the community and your team

Best Practices & Policies

Establish guidelines, maintain transparency, implement best practices – I work with you to define these

Channel Management

I can set up channels in preparation for the announcement or launch of your game, product or service.

Insights

Deliver daily, weekly or monthly reports, including spike detection, define KPIs so that you are always informed about the health of your community

Social Media

Marketing

Strategy

Create a strategy with you aligned to your business goals; including a content schedule and define response messaging

Awareness

Messaging remains focused on the audiences you want to reach; I'll work out the best copy and where to deploy it

Creative

Create content that is relevant and resonates on any channel; I'm up to date on platform changes and requirements

Scheduling

Content is delivered at the best time for maximum engagement; I constantly refine and adjust throughout the campaign

Analytics & Listening

Brand keyword monitoring, spike detection, analysis and insights are delivered daily, weekly, monthly or as it happens

Influencer

Marketing

Campaign Management

Creator Programs, Key Campaigns, Sponsorships; ensuring compliance with regulations and standards

Relationships

I maintain relations direct with key creators, managers & platforms and can work directly with TikTok, Twitch and YouTube on campaigns
Own creator database of 20k+ creators, built over 7 years; I am constantly refining and refreshing this database to stay relevant

Creative

Events, Live & Recorded Video, SWAG Kit Production; I help the creators get the most from the partnership

Contracts, Payments & Reporting

End-to-end service, online contracts, instant payments (+ transaction fees) and insights to track performance, identify creators and advocates for your brand or game.

Other Key

Services

Brand Assets

Trailers, Screenshots, GIFs – experience of working in-engine (Unreal/Unity), or the team can get up to speed quickly on custom tools as required.

Video + Podcasts

I can set-up pre-recorded streams to Steam on repeat over a defined duration. Minimum duration is 24 hours. I can help produce streams, podcasts including distribution and promotion. I can produce podcasts live, pre-recorded and with the hosts in multiple locations.

Giveaways & Press Kits

I can source giveaway items through a partner network, create bespoke press kits and handle the logistics of getting them from A>B.

Landing pages & websites

Design and development of landing pages & full websites, I work on WordPress and can deploy on owned European and US servers. I can register domains, hold domains until you are ready to announce or launch a game, product or service.

Publishing Consultancy – one-off or ongoing

In addition to the main services, I can offer flexible one-off or ongoing publishing consultancy. If you need a second opinion or just a soundboard for an idea – I am happy to talk and provide this – remember the first hour is always **FREE** for new and prospective clients!