

Dan Bennett

Associate Creator Partnerships Manager, PUBG West

Creator partnerships and Partner Program operations for PUBG: BATTLEGROUNDS, supported by practical reporting, workflow design and applied AI systems.

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PROFILE

I manage creator relationships and day-to-day Partner Program operations for PUBG WEST at KRAFTON. Working across Western markets, I coordinate campaigns and community events with creators, agencies and internal teams, and help Partners navigate requirements, resolve issues and get clear follow-up.

My community and technical support background shapes the way I work. Alongside relationships and delivery, I improve the reporting, guidance and workflows that support the work, turning campaign activity and feedback into practical next steps.

SELECTED IMPACT

PARTNER OPERATIONS

Make Partner support clearer

Turn requirements, recurring questions and evidence into practical guidance, support routes and follow-up that Partners can act on.

CAMPAIGN DELIVERY

Make campaign progress visible

Coordinate briefing, delivery, submission, review, completion tracking and reporting across creators, agencies and internal teams.

AI AND OPERATIONAL SYSTEMS

Improve the system around the work

Move repeatable work towards clearer data flows, source-grounded AI support, human review and recoverable handovers.

EXPERIENCE

KRAFTON

Associate Creator Partnerships Manager, PUBG West

February 2024 to present

Manage creator relationships, campaign delivery and day-to-day Partner Program operations for PUBG: BATTLEGROUNDS across Western markets.

- Operate Partner support across Western markets, translating requirements into usable guidance and clear follow-up.
- Plan, launch and report on streaming and short-form creator campaigns with Partners, agencies, HQ, Marketing, Media Ops and regional teams.
- Coordinate briefing, content submission, review, completion tracking and reporting across the full campaign lifecycle.
- Maintain shared operational views and reporting workflows for Partner activity, campaign progress, completion and next actions.
- Design feedback and escalation routes and lead evidence reviews that turn Partner, campaign and community input into prioritised actions.
- Improve repeatable work through clearer data flows, workflow design, data quality checks and applied AI support.

HowToMoodle

Support Technician

2012 to 2018

- Supported Moodle and Totara customers through setup, upgrades, migrations and troubleshooting, including 24/7 hosting on-call cover.
- Managed Linux hosting with Apache, PHP, MySQL/MariaDB and monitoring, and supported customer servers across Linux and Windows environments.
- Debugged application issues in PHP and MySQL, tested plugins with JIRA, managed Git repositories and documented platform changes.
- Rolled out a Windows Server 2012 domain controller and managed company devices, patching, upgrades and asset tracking.

PriorsVLE

Director & VLE Technical Consultant

2017 to 2019

- Co-founded a Moodle technical support, hosting and development business delivering plugin development, migrations and upgrades.
- Managed client relationships, requirements, internal workflows, support, invoicing and service communications.

PUBG Reddit (r/PUBATTLEGROUNDS)

Volunteer Community Manager & Community Games Host

2018 to December 2020

- Progressed from community member to moderator and wider community operations lead for a 100k+ member subreddit.
- Ran moderation, player feedback, community events, custom games, tournaments, live streams and Discord bot support in Python.

Capita ITS (ex-i2Q Education)

Junior Technical Support

2008 to 2012

- Supported schools and colleges using Moodle and worked with developers on QA for OpenHive through test plans and automated test scripts.

APPLIED AI AND SYSTEMS

I design and use AI-assisted systems for research, reporting, documentation, coding and task coordination. The focus is the operating model around the model: clear inputs, reliable sources, safe handovers, human review and inspectable work.

Creator and Partner operations

Relationship management · Campaign lifecycle ownership · Support and escalation · Cross-functional coordination

AI and systems practice

Source-grounded research · CLI, MCP and REST tool integration · Provenance and human review · Recoverable task handovers

Reporting and delivery

KPI and OKR reporting · Data quality and workflow design · Feedback and evidence reviews · Community operations

SELECTED PUBLIC PROJECTS

Open Second Brain

Built and maintain an Obsidian-native memory layer for AI agents, using plain Markdown, deterministic CLI and MCP tools, provenance, lifecycle controls and cross-runtime integrations.

Hermes Todo

Designed a shared task board for Hermes Desktop and agents, with SQLite as the authority and a namespaced CLI and REST surface for agent-writable work.

Voice Note to MIDI

Built a local audio pipeline that turns humming and voice notes into quantised MIDI using harmonic/percussive separation, Spotify Basic Pitch, key detection and post-processing.