

Bec Godsey

Becgodsey@gmail.com | Orlando, FL 32825 | (417) 522-3668

EDUCATION

Master of Arts, Communication 2013

Missouri State University

Advisor: Dr. Isabelle Bauman

Bachelor of Arts, Communication 2010

Southwest Baptist University

Advisors: Dr. Bob Derryberry, Dr. Jordan Compton

ACADEMIC APPOINTMENTS

Full Sail University, Orlando, FL

Course Director, Game Business & Esports 2022-Present

Courses Taught: GBE 119-L Project and Portfolio I Campus

GBE 119-O Project and Portfolio I Online

GBE 1111-L Intro to Game Business Campus

GBE 1111-O Intro to Game Business Online

Additional Appointments:

Learning Curve Lead 2024

Associate Course Director, First Initiatives 2020-2023

Courses Taught: GEN 1011-L Creative Presentation Campus

GEN 1011-O Creative Presentation Online

Additional Appointments:

Navigator School Graduate (Leadership Development) 2022-2023

Women's Leadership Initiative 2021

Universal Design Learning, First Initiatives 2021-2022

Visionary Voices 2020-2021

Course Director and Curriculum Developer, DC3 2025

Public Speaking: Develop Your Signature Speaking Style

Co-Course Director and Co-Curriculum Developer, DC3 2023

Content & Streaming for Gamers

Southwest Baptist University, Bolivar, MO 2017-2020

Online Adjunct Instructor

Courses Taught: COM 4283 Comm & Social Media

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COM 3353 Organizational Communication
COM 2393 Interpersonal Communication

Southwest Baptist University, Bolivar, MO

2011-2016

Instructor of Communication

Courses Taught: COM 1103 Fundamentals of Speech

COM 2393 Interpersonal Communication

2313 Honors Fundamentals of Speech

COM 3373 Newspaper Writing and Editing

COM 3383 Small Group Communication

COM 1013 Media and Society

COM 2233 Introduction to Public Relations

COM 3873 History and Contemporary Issues in Journalism

COM 3973 Journalism Law and Ethics

COM 2954 Specialty Topic: Leadership and Communication

Additional Appointments:

Lambda Pi Eta Advisor

2014-2016

Infuse Student Media Advisor

2013-2016

Assistant Director of Speech and Debate

2011-2015

Biannual Public Speaking Showcase Coordinator

2013

Missouri State University, Springfield, MO

2010-2011

Graduate Teaching Assistant

Course Taught: COM 115 Introduction to Public Speaking

WORKSHOPS & PUBLISHED INTERVIEWS

Godsey, R. (2025, May 1) 9: *Lurk Here* | Bec Godsey (No. 9, Season 1) [Audio podcast episode]. In *Lurk Here*.

Godsey, R., Bennet, J., & Sway Bae. (2025, March 13). *Content creation* [Panel presentation]. Full Sail Hall of Fame, Winter Park, FL.

Godsey, R. (2023) *Have Game, Will Travel: Becca "Causticphoenix" Godsey* | Full Sail University [Live Twitch and YouTube broadcast]. In *Have Game, Will Travel*.
<https://youtu.be/t0Cd7K3ACcE?si=291kBxoW-p3NuerA>

Full Sail University. (2023, May 5.). *Faculty profile: Becca Godsey – Portfolio I: Game Business & Esports*. Full Sail Stories.

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<https://www.fullsail.edu/about/full-sail-stories/faculty-profile-becca-godsey-portfolio-i-game-business-esports>

Godsey, R. (2020) *Google Analytics & Website Conversions*. Training provided to Southwest Missouri PRSA chapter.

Godsey, R. (2020, June 21) *Digital marketing 101*. Training provided at the Table Rock Lake Chamber of Commerce's Chamber University Series in Branson, MO.

Godsey, R. (2019) *Campaign influencers: leaders make strong impressions in nonprofit campaigns*. Interview provided to Springfield Business Journal about influencer marketing for nonprofits.

Godsey, R. (2019) *The conversion power of Google Analytics*. Training provided to the Southwest Missouri Chapter of Public Relations Society of America (PRSA) in Springfield, MO.

Godsey, R. (2019) *Buying local is part of the Ozarks' DNA*. Interview provided to Ozarks First news station on the perceived buyer value of "local".

Godsey, R. (2019) *Facebook marketing, practical advertising for 2019*. Training provided at the Springfield Chamber of Commerce's 60 Minutes to Success Business Workshop Series in Springfield, MO.

Godsey, R. (2018, October 22) *Standouts*. Interview provided to the Springfield Business Journal about business marketing advice.

<https://sbj.net/stories/standouts-marketing-mavens-dish-out-best-advice-to-be-seen-heard-among-the-crowd,60997>

Godsey, R. (2018) *Tips for understanding your online audience*. Training provided at the Springfield Chamber of Commerce's 60 Minutes to Success Business Workshop Series in Springfield, MO.

Godsey, R. (2007-2010) *Southwest Baptist University forensics workshop*. Training provided to incoming and returning speech forensic and debate students at SBU, Bolivar, MO.

ACADEMIC PRESENTATIONS

Koe, R. (2012) *Forensic leadership*. Poster session presentation at the Missouri State University Interdisciplinary Forum in Springfield, MO.

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Koe, R. (2012) *Benevolent leadership*. Paper presented at the Sooner Communication Conference in Norman, OK.

NON-ACADEMIC EXPERIENCE

Owner & Talent, *Caustic Phoenix Content Creator* Present

- On-going, weekly Twitch stream fundraising for the Wounded Warrior Project on Tuesday TTRPG days
- Livestream production and talent for the Caustic Phoenix brand on Twitch, YouTube, and TikTok
- Performance for various Table Top Role Playing shows such as GenCon TV, Unbalanced Encounters, Careful Cantrip, Dice Legendz, Captain Robear, CastersnCastles, and more
- Provide in-person performance events and panels at GenCon (2024) and Full Sail Hall of Fame (2023, 2024, & 2025)
- Served as the Dungeon Master for T-Pain, Anjali Bihmani, Lou Wilson, and HertLife at DreamHack Atlanta 2024

Co-Founder & Creative Director, *Bad Guys Studios* Present

- Develop and communicate the overarching creative vision for major projects
- Ensure all visual and narrative elements align with brand identity and goals
- Pitch ideas and present creative work to clients or company leadership
- Adjust creative output based on feedback while maintaining quality
- Perform on-hands work including design, presenting, on-stage performance, and more

Host & Talent, *Freelance* 2021-Present

- The GCX at Universal Studios sole stage host in 2025
- The GCX at Universal Studios presenter and cosplay organizer in 2024
- Served as the sideline host and interview for the Navy MWR's first RIMPAC esports event for US sailors, service men and women, and our allies (totaling 29 nations and 40 vessels) at the Joint Base Pearl-Harbor Hickman.
- Produced and host weekly shows for the GameHers Pink Pixels interviewing over 100 women in the gaming industry
- Performed with other content creators on-set for a DoorDash advertisement to air on Tik Tok, YouTube, and Twitch
- Voiceover and announcement work for commercials, the video game Rune II: Decapitation, tutorials, and the GameFest Game Awards
- Collaborated on RoS and co-host for Norton Gaming monthly on Twitch's front page for 12 monthly episodes

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Talent Handler, FAX EXPO HQ, Orlando MegaCon 2025

- Coordinate with Talent Management team to arrange and transfer celebrity talent between airports, hotels, and the convention throughout the day
- Provide professional communication and presentation to ensure a fluid and comfortable experience for talent
- Collaborate with team handlers and drivers to usher over 100 talent for four days

Digital Marketing Producer, Mostly Serious 2020

- Collaborate with internal and external stakeholders to execute marketing strategies
- Develop, implement, manage, and optimize digital campaigns
- Create predictive strategies based on past performance and industry standards
- Provide reporting via presentations, booklets, and reports
- Represent the company with expert content in blogs, TV interviews, and workshops

Board Secretary, Include Ozarks 2018-2020

- Maintained thorough records of meeting notes, event feedback, and internal and external communications
- Support and participate in organizing annual the Spring Sensory-Safe Easter Egg Hunt and Fall Sensory-Safe Halloween Hunt events
- Help coordinate speakers, childcare, and catering for monthly parent support groups

Marketing Analyst, Mostly Serious 2018-2020

- Created predictive strategies based on past performance and industry standards
- Assessed and implemented tactics aimed at achieving predetermined objectives
 - Cut cost per acquisition by half for two clients in different industries
 - Developed and executed social media merger and acquisition plans
- Supported clients on a daily, monthly, and annual basis to achieve marketing goals
- Provided reporting guidance via presentations, playbooks, and articles
 - Authored articles listed on LinkedIn

Head Powerlifting Coach, Southwest Missouri Special Olympics 2017-2020

- Grew lifter participation from 1 weekly member to 20 active weekly members, ranging ages 15-65
- Recruited, trained, and scheduled a coaching staff of 5 with areas of specialization
- Hosted the annual regional tournament (the qualifier for the state tournament)
- Secured sponsorships for tournament location, lifting equipment, trophies, shirt, catering, and travel

Pi Kappa Delta Tournament Staff, Pi Kappa Delta 2017-2020

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- Served at the annual national tournament staff to tabulate individual events for over thousands of participants and entries
- Judged both novice and varsity levels for individual speech events, public forum, Lincoln Douglas, and parliamentary debate

Education and Development Chair, Junior League of Springfield, MO

2017-2019

- Provide monthly internal learning opportunities to further the professional development and skills of Junior League members
- Create short-term and long-term measurable goals for individual members and for the organization, resulting in higher member engagement rates
- Coordinate with external educators and public figures to present and education members on workplace skills, life skills, and community events

Social Media Lead, BKD CPAs & Advisors

2016-2018

- Presented multiple online and onsite trainings monthly
- Represented the firm and its values through social accounts, posts and interactions
- Managed and grew BKD's social presence in line with firm goals, primarily on Twitter, LinkedIn, and Facebook
 - Follower increase 18-42% across all platforms
 - Engagement rate increase 1-7% across all platforms
 - Impression or reach per month increase 198-248% across all platforms
 - Link clicks directing back to firm's website increase 325%
- Developed internal and external social media guidelines to foster engagement
- Collaborated with the brand team to design and implement campaigns

ACADEMIC AWARDS/DISTINCTIONS

2025	The GameHers Content CreateHer of the Year Winner
2025	The GameHers Impact Through Education Nominee
2025	Cusco WebFest Best Player Character
2024	The GameHers PodcastHer of the Year Winner
2024	The GameHers Top EducateHer of the Year Nominee
2023	Full Sail University's Hero of the Month
2018	BKD CPAs & Advisors September WOW! Month Winner
2014-2015	Pi Kappa Delta's New Forensic Educator Award
2007-2011	Pi Kappa Delta's Highest Distinction
2010-2011	Communication Graduate Teaching Assistantship at Missouri State University
2010	Dr. Bob R. Derryberry Senior Graduation Speaker
2010	National Pi Kappa Delta NPDA Champion

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2010	National Pi Kappa Delta 3rd Place Recipient in Persuasion
2010	National Pi Kappa Delta Semi-Finalist in Dramatic Interpretation
2010	National Pi Kappa Delta Semi-Finalist in Duo Interpretation
2009-2010	Southwest Baptist University Student Body President
2006-2010	Ingman Distinguished Scholars Award
2006-2010	Forensics Performance Scholarship
2009-2010	Stephen E. Kulmus Memorial Scholarship
2009-2010	Dunnegan Scholarship
2009-2010	Student Government Association Scholarship
2009	National Pi Kappa Delta Superior rating in Dramatic Interpretation
2009	National Pi Kappa Delta Superior rating in Broadcast Journalism
2009	Cameron Christmas Classic Pentathlon Champion
2009	PKD Heartland Province Tournament NPDA Semifinalist
2008	MAFA Missouri State Champion in Prose Interpretation
2008-2009	Claud & Ruth Mustain Scholarship
2007-2008	University Activity Committees: Major Events Chair
2007-2008	University Activity Committee Scholarship
2006	National Pi Kappa Delta Tournament Superior rating in Duo Interpretation