

living the dream

Beau Jensen brings video games to life through creative marketing

by Lexie Barnwell

Like many students coming out of high school, Beau Jensen had no idea what kind of career field he wanted to go into, but Montcalm Community College was there as a steppingstone toward his future.

Jensen took several dual enrollment classes at MCC while attending Lakeview High school, so his transition to the college was simple. He said the main reasons he chose to attend MCC were because he was already familiar with the college, he could take the same classes at lower prices than most other schools and it gave him time to figure out his next steps.

While at MCC, he completed many of his general education requirements, but was also able to take unique classes such as botany.

“People don’t realize the variety of classes that MCC offers. It’s a great place to explore different fields and find what you like before moving on to a four-year institution.”

After MCC, Jensen transferred to Ferris State University where he majored in Public Relations (PR). He said while he was still uncertain of his job path, he knew he was good at writing, talking and connecting with people, and PR seemed like a great choice with endless job opportunities.

Jensen tried his hand in sports PR as an intern for the Grand Rapids Griffins hockey team. After graduating from Ferris, he then went to work in agency PR. He said both positions provided valuable experience, but they weren’t the right fit for him.

“Do what you’re good at and what you love,” Jensen said. “I knew I was good at marketing and public relations; I just didn’t love the things I was marketing for.”

After this realization, Jensen discovered his dream career at Bethesda Softworks, a video game publisher based in Maryland, with games known around the world.

“I found people who worked for Bethesda on LinkedIn and Twitter and followed them, started liking and commenting on their posts, and then sent them my resume. I was thrilled when they contacted me to apply for an interview,” he said.

Shortly thereafter, he began his dream career.

Now, four years later, Jensen has been promoted from Associate PR Manager to PR Manager and oversees marketing efforts for three different branches of the company in the United States and Europe. Among all his job duties, some of his favorites are playing the games so he knows how to properly market them and planning events all over the United States.

One of Jensen’s most exciting moments was the launch of the DEATHLOOP video game in September 2021 and watching the positive feedback roll in from players around the world. The success of the launch was made so incredible by hundreds of people at Bethesda, but Jensen’s team played a big role.

“Nothing is unattainable,” Jensen said. “What I get to do every day doesn’t even feel like a job because it’s something I love and I’m good at.”