

FRAGDolls



Press Kit

///About us

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WHO WE ARE

The Frag Dolls are an all-female team of content-producing, social media influencing, competitive gamers.

MISSION

We aim to promote gaming as a welcoming & joyful venture for all.

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us

TEAM HISTORY

2004: The Frag Dolls were formed as a competitive Rainbow Six: Vegas team for Ubisoft. The team placed in three Championships and four Top Five finishes in gaming tournaments around the US.

2009: The Frag Doll Cadettes program starts and has provided internships for more than 70 women interested in pursuing gaming industry careers.

2014: The Frag Dolls decide to transition from competitors to content-producers and social media influencers in order to better spread their message of gaming for all.

THE TEAM TODAY

Each of the team's current six members contribute a diverse array of talents that can be leveraged to promote your brand.

///Our Community

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TWITTER

1.2M+ Followers

63% Male

37% Female



FACEBOOK

28K+ Likes

71% Male

21% Female



YOUTUBE

20K+ Subscribers

85% Male

15% Female



TWITCH

38K+ Followers



INSTAGRAM

10K+ Followers

///Brand Features

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VIDEO SERIES



WHERE DID HE GO?! |
BLOCKADE 3D | Frag Dolls...



World of Warcraft: Warlords of
Draenor | Dev Chat | PAX Ea...



Yelling at Bread - An "I Am
Bread" Gameplay Video



Sabre Builds a Raspberry
Pi-Boy! (Gameboy ...

- Frag Dolls Play
Reactionary team gameplay
- Game Industry Interviews
Inside information on games and chats with influencers
- Gameplay
Walkthroughs, highlights, and commentaries
- Gaming Goodies
Gaming themed craft projects ranging from baked goods to PC building

///Brand Features

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MAJOR MEDIA

- [Jinx Commercial](#)
- [G4TV Frag Doll Casting Call](#)
- [Miller Lite Video Game Commercial \(the “Ringer”\)](#)
- [MTV Assassin’s Creed Feature](#)
- [G4TV interview](#)
- [Spike Interviews](#)
- [“Frag Dude” Rooster Teeth Sketch Comedy](#)
- [Game Spot “FPS Friday”](#)
- [Game Spot Far Cry 3 Tournament](#)
- [Nissan and Complex Commercial](#)
- [Evolve PAX competition](#)
- [EGM Editorial – Beyond the Valley of the Frag Dolls](#)
- [Geek and Sundry - Spellslingers](#)

///TEAM

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MEMBERS

DAZE

Daze was approached to be a Frag Doll based on her ability to accomplish goals both in-game and on the team.

Areas of Expertise

- Industry, Consumer & Special Events
- Content Creation
- Business Development
- Gaming Equality
- ESports & Casual Gaming
- Brand/Social Media Strategy
- On-Camera Talent
- Live Streaming
- Games: FPS, MMO, MOBA

Videos

- [Nissan Juke Commercial](#)
- [CES 2014](#)
- [New Egg TV](#)



///TEAM

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MEMBERS

ESPER

Esper brings experience in all aspects of gaming, from the competitive circuit to the pop culture phenomenon.

Areas of Expertise

- Live Streaming
- Pop Culture
- Community Development and Management
- Competitive Gaming
- On-Camera Talent
- Culture of Gaming
- Brand/Social Media Strategy
- Games: FPS, MMO, MOBA, Table-Top, Card

Videos

- [Nissan Juke Commercial](#)
- [Geek and Sundry Spellslingers](#)
- [Duel of Champions Casting](#)



///TEAM

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MEMBERS

SABRE

The daughter of a tabletop game store owner, Sabre has spent her life immersed in gaming culture.

Areas of Expertise

- Women in Gaming
- Brand/Social Media Strategy
- Project Management, Leadership
- Charity Initiatives
- Video Production
- Live Streaming
- On-Camera Talent
- Games: RPG, RTS, Adventure, FPS, Table-top

Videos

- [Assassin's Creed for Kinect](#)
- [UbiWorkshop Kenway Vest unboxing stunt video](#)
- [Top 5 Final Fantasy Facts](#)
- [Ubisoft E3 2013 Media Briefing Pre-Show](#)
- [Assassin's Creed Gingerbread House](#)



///TEAM MEMBERS

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SELTZER

The newest member of the Frag Dolls boasts a resume that includes event hosting and interviewing for eSports events around the world.

Areas of Expertise

- ESports/Competitive Gaming
- On-Camera Talent
- Hosting/Emceeing
- Interviewing
- Live Streaming
- Content Creation
- Brand/Social Media Strategy
- Community Development
- Women in Gaming
- Games: FPS, MMO, RTS, MOBA, Mobile

Videos

- [WCG Ultimate Gamer](#)
- [Player vs. Gamer](#)
- [Friday Night Fights](#)
- [Viagame at DreamHack](#)



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MEMBERS

SiREN

Current team captain, SiREN, joined the team in 2010. A natural born leader, SiREN manages the day-to-day tasks of the Frag Doll team.

Areas of Expertise

- On-Camera Talent
- Live Shoutcasting/Hosting
- Charity Initiatives
- Community Management
- Live Streaming
- Panel Speaker
- Event/Party Planning & Staffing
- Equality in Gaming
- Professional Gaming
- Games: FPS, Adventure

Videos

- [Black Eyed Peas Experience Launch Event](#)
- [Ubisoft E3 2013 – Media Brief Pre-Show](#)
- [SiREN Finds a Boyfriend! | PAX East 2014](#)
- [Frag Doll Unboxing – SpiritHoods for the Win!](#)
- [Trends at PAX East 2011](#)

