

I spent four years turning Mattel Creations into a community-first engine.

Over four years, I treated Mattel Creations as more than a storefront. I connected drop culture, membership, editorial storytelling, and collector conversation into one system that keeps people returning between launches.

I focused on four jobs at once: reward core members, guide collectors through every release, give each brand its own space to gather, and turn official content into repeat reasons to check the platform week after week.

What I built

I turned the community into a collector operating system: memberships create value, news creates rhythm, forums create loyalty, and product drops create urgency.

What my system supports

Collectors get exclusive access, previews, voting moments, members-only spaces, and a content cadence that stretches from brand storytelling to customer support.

1.2M

topics

883K

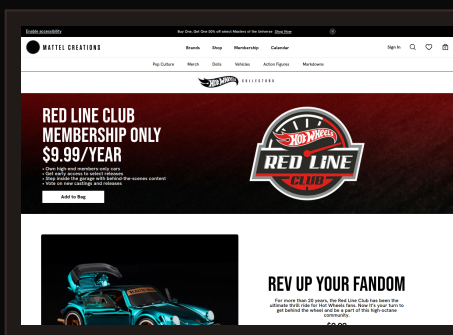
members

4

membership clubs

4 YRS

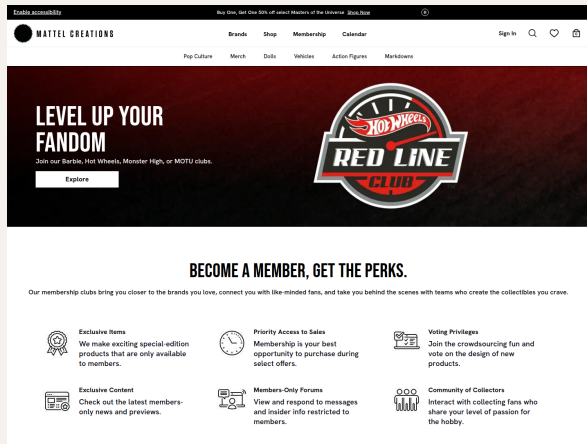
visible strategy arc



Homepage signal: the platform blends launches, memberships, collaborations, and recent releases into one premium collector surface.

I made membership the backbone of the system.

I anchored the strategy around the clearest recurring value on the platform: Barbie Club 59, Red Line Club, Fang Club, and Club Grayskull turn fandom into an opt-in relationship with perks, access, and identity.



How I structured the experience

1. Membership creates belonging and early access.
2. Editorial adds insider context and story.
3. Forums turn every brand into an ongoing conversation.
4. Utility keeps collectors checking back for news, files, and support.

Exclusive access

Membership pages promise special-edition products and early shopping windows, which gives the community a reason to stay close to every drop.

Members-only content

Previews, insider information, and behind-the-scenes moments keep the platform valuable even when a shopper is not actively buying.

Crowdsourced participation

Voting moments let collectors influence future products, which turns fandom from passive attention into visible ownership.

Private community spaces

Members-only forums deepen identity inside each brand and make the community feel segmented, premium, and collector-native.

How I built momentum over four years

- 2022: official community governance becomes more visible through the Code of Ethics and named staff posts by CM Dom.
- 2024: editorial/news storytelling expands across Barbie, Monster High, Matchbox, and Hot Wheels with collectible narratives and interviews.
- 2025: reveal events, cosplay meet-ups, and fan-event programming keep the community active around cultural moments, not just commerce.
- 2026: the site continues to surface launch calendars, memberships, and fresh news, showing an always-on collector rhythm.

I turned Not Wheels into a collector moment that broke out fast.

For the Hot Wheels x MSCF collaboration, I used community like an accelerant. The launch combined product scarcity, creator energy, social proof, and collector conversation so the drop felt bigger than a single sale window.

What the result proved

Sold out in 5 minutes

The drop converted urgency into immediate action.

Bronze Pencil

The idea also broke through in design award circuits.

22M+ PR impressions

Coverage included Hypebeast, MSN, and Highsnobiety.

232K social engagements

Fans reacted, shared, commented, and amplified it.

I turned collector attention into speed, recognition, press, conversation, and video momentum at the same time.

Cannes Lions Bronze

The work earned international creative recognition.

20+ press placements

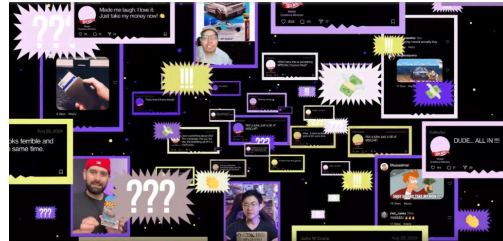
Earned media carried the story far beyond owned channels.

2.7M social impressions

The collaboration reached well beyond the core collector base.

1M+ video views

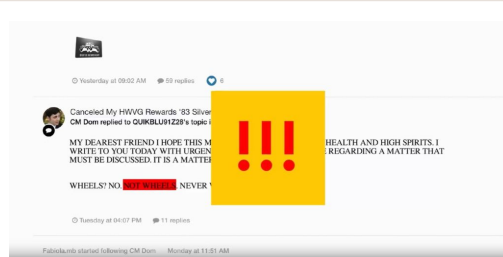
Video gave the collab a fast visual engine for reach.



Community reaction content made the collaboration feel instantly cultural.



Reveal and unboxing visuals translated the drop into collectible proof.



Forum conversation extended the story after the launch moment.

Not Wheels proved I could turn a niche collector collaboration into a broader cultural event: fast sell-through, award recognition, press, social scale, and visible collector participation all reinforced each other.

How I turned fandom into a return loop

My strongest move in this ecosystem was treating community and commerce as inseparable. The site sells, but it also teaches, rewards, organizes, previews, and absorbs feedback. That makes every drop feel like part of a larger collector relationship.

Fandom is segmented on purpose

Barbie, Hot Wheels, Monster High, MOTU, and other brands each keep their own culture while still living under one premium collector umbrella.

Utility keeps return visits high

Launch calendars, support threads, downloads, previews, and news all create reasons to revisit even outside a buying window.

Staff presence matters

Named posts, announcements, and public governance make the platform feel managed and official instead of abandoned or purely transactional.

The model keeps compounding

The visible trail from 2022 governance and staff communication to 2024 storytelling, 2025 event activation, and 2026 releases shows the system can keep building value over time.

I spent four years giving collectors a reason to come back before the next drop.

For Mattel Creations, that means memberships with status, forums with purpose, editorial with personality, and a public rhythm that keeps fandom warm between launch moments.