

# Serge Ivolgin

## Game Producer & Brand Manager

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Game producer with experience in production and marketing. I connect product decisions, development and go-to-market across the lifecycle, from concept and game design to launch and ongoing product development. I plan production, manage risks and release preparation, and work on positioning, player acquisition, LiveOps and improvements informed by analytics. My platform experience includes Steam, Nintendo Switch, the App Store, Google Play, Web and Metaverse.

## Experience

### Senior Producer | TrendSurfers

December 2024 - Present

Gather business requirements, write PRDs and define feature sets and project scope. Plan production across concurrent projects and coordinate cross-functional teams, including teams of 15+. Own project-unit budgets and burn-rate monitoring within the overall project budget.

Oversee game design: hiring, onboarding and reviews of systems, mechanics, balance, content and narrative design. Maintain the knowledge base and SOPs, train producers. Released a Unity app on the App Store and Google Play.

- **Beeline / Minecraft:** rebuilt scope and planning during a production crisis. Introduced iterative Agile delivery and daily syncs, onboarded a second team, agreed priorities with the client and refined game abilities. Coordinated 10 launch and update iterations. Project results: 20,000 players; 23-minute average session.
- **Kaspersky / Fortnite (UEFN):** designed a three-player co-op shooter and its mechanics; wrote the GDD. Set the roadmap and milestones, coordinated the contractor and reviewed deliverables. Released in one month; 3,000 players in one week.
- **Flowwow (gamified website):** wrote business requirements, user flows and feature specifications for Secret Santa; worked with designers on UI and edge cases. Coordinated development, QA and launch; planned analytics and analysed results. The service reached 25,000 registrations; Flowwow purchased the code for further development.
- **Auto.ru (Telegram AI image bot):** coordinated fixes and a relaunch; improved prompts and proposed switching models for selected styles. Users generated 55,000 car images. Restored the client relationship and led client communication through to a new agency contract for a larger game with seasonal LiveOps.

### Game Producer | PC / Steam

November 2024 - Present | Freelance

**Dead Weight** - a tactical roguelite for PC / Steam. The brief: estimate remaining development, agree the release plan and establish production and marketing processes.

- Re-estimated work with the lead game designer, art director and tech lead; built the roadmap, milestones and sprints. Set up Jira: epics > stories > tasks. The team used this documentation to seek funding and secured a publishing deal. The documentation was then used for build acceptance.
- Planned marketing beats; advised on the Steam page, tags, creator and press outreach, and marketing reporting.
- Wrote scripts for published trailers: loglines, synopses, shot structure, pacing, references and Miro moodboards. Revised scripts and provided feedback on cuts.

The game launched with **180,000 Steam wishlists**.

## Senior Community Manager | DevGAMM

March 2023 - August 2024

- Managed developer communication and submissions for Lisbon / IndieX, Digital Vikings in Gdańsk and DevGAMM Vilnius. Maintained Airtable submissions with the Head of Games, checked materials, reviewed game design and took part in selection. Announced Awards nominations.
- Negotiated Steam event dates, terms and regional homepage placement for Baltic Showcase / DevGAMM Gdańsk 2024.
- Developed community strategy and positioning; managed social channels, content and the GIN newsletter. Briefed designers and coordinated event branding and an original sticker pack. Documented social design and asset-request processes; created the Horror Stories series with the design team.

## Community Manager | Ravenage

February 2022 - March 2023

Managed PC game communities for Tier-1 markets, with a focus on wishlist growth. Conducted product research, organised playtests, recruited participants and shared player feedback with developers. Worked with Steamworks and Nintendo Switch admin tools and managed Twitter, Reddit and Discord.

- **Masterplan Tycoon:** developed community strategy and ran four pre-launch contests; Discord grew from 100 to 1,000 members in a month. Wrote articles with the developer for a launch Reddit campaign that generated 3 million post impressions. Steam News Hub followers grew from 1,500 to 3,000 in the release month.
- **The Crackpet Show:** developed community strategy, ran social channels and press / creator outreach. Prepared release materials and coordinated approvals for Steam and Nintendo Switch. Ran contests and giveaways, including a \$500 speedrun competition; created a six-part Advent Calendar. Briefed designers on social media creatives and wrote scripts for TikTok and other videos to attract players.

## Skills and tools

**Production and product:** PRDs, GDDs, roadmaps, milestones, scope, risk and budget management, burn-rate monitoring, cross-functional teams; customer development, qualitative and quantitative research, A/B testing, experiment design, product analytics and LiveOps.

**Publishing and marketing:** PC / Steam, go-to-market strategy, user acquisition, community management, developer relations; Steam page optimisation, trailer and creative scripts, creative production and platform coordination for releases.

**Game design and storytelling:** systems and content design, narrative design, dramatic structure, screenwriting and film directing.

**Tools and platforms:** Jira, Figma, Miro, Airtable; Steamworks store pages and updates. Store materials and platform approvals. Project technologies: UEFN for the Kaspersky mode; Unity for a mobile release.

## Education

Bachelor's degree in Management in Culture | Saint Petersburg State Institute of Culture | 2025

Google Project Management Certificate | 2024

## Languages

Russian - native. English - C1; EF SET - 72/100 (C2).