



Maxon Pugovsky

Looking for opportunities in game industry

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Game Designer Portfolio: BreakStatusQuo.com

Objective

Established digital marketing specialist with over ten years of diverse experience ranging from games copywriting to community management at Microsoft is looking for entry or mid-level position with game development company. Currently studying Game Design and Development specialization by Michigan State University at Coursera. Passionate gamer.

Experience

ENTREPRENEUR since 2014

Independent Digital Marketing Consultant

Consulting on digital marketing, developing digital communication strategies, conducting trainings on digital marketing and communications for staff and marketing specialists, managing online communities, and creating content for social media. Some of the clients: UNICEF in Ukraine; Kyivstar, leading mobile operator in Ukraine; Internews, international NGO; and many more.

PRP – A WEBER SHANDWICK AFFILIATE COMPANY 2013

Head of Digital Communications Department

Set up the work of the Digital Department and built a team of 5 digital specialists. Managed online campaigns for clients like Coca-Cola, Avon, Sanofi, SEB Group (TM Tefal), and more. Won a new client, Privatbank, Ukraine's largest bank, and managed a major event, Privatbank Keynote, for 300 journalists, bloggers and tech influencers.

MICROSOFT 2010 – 2012

Online Marketing & Community Manager

Started Microsoft Ukraine communities on social media and gathered nearly 60,000 followers on Facebook, VK, and Twitter starting from scratch. Coordinated two major conferences for bloggers and influencers with 150+ participants, managed a series of 6 Microsoft Minicamps events. Managed updates on Microsoft websites and the creation of several dozens of promo pages. Led the launch of Internet Explorer 9 from budgeting and planning to execution (market share of IE9 grew from 0.19% to 2.02% in 5 months, Gemius data). Internal award: CEE Marketing Award.

AGORA UKRAINE 2008 – 2009

Head of Internet Department

Built the department team of 4–6 project managers and moderators. Responsibilities included planning and budgeting of new Internet projects, development and marketing of

projects, concepts for new projects, market research and negotiations with partners. The team launched 6 web projects. Worked at Agora HQ in Warsaw, Poland for 1 month.

INTERNET-UA MAGAZINE

2006 – 2007

Editor-in-Chief

Developed the concept and style of the magazine together with the art director. Planned the content of every issue and the composition of the articles. Searched for and recruited staff and freelance writers. Managed the team of editorial staff, controlled the workflow of freelancers. Wrote, edited and rewrote news and articles for every issue. Published near 15 issues. Coordinated the development of the magazine's website, InternetUA.com.

GAMES INDUSTRY

2002 – 2006

Copywriter, Translator, Reviewer

Worked as a copywriter at major CD and DVD publisher National Multimedia Company and wrote close to 2,000 game descriptions for CD covers, created content for a games website in 2003–2005. Took part in the translation of more than 100 PC and console games from English into Russian in 2002–2003. Wrote 40–50 game reviews for lifestyle and tech magazines in 2004–2006.

Education

COURSERA COURSES by Michigan State University

[Introduction to Game Development](#) (Unity and C# basics);

[Principles of Game Design](#) (Game Development Documentation);

[Business of Games and Entrepreneurship](#);

[Game Development for Modern Platforms](#) (2D platformer development in Unity).

PROJECT MANAGEMENT INSTITUTE

35-hour Project Management course according to PMBOK. Gives permission to apply for the PMP exam. 2009.

NATIONAL UNIVERSITY OF KYIV MOHYLA ACADEMY

BSc in Biology 2004, MA in Journalism 2006.

Minor in Translation Studies 2003.

Languages

ENGLISH, RUSSIAN, UKRAINIAN

Interests

Games, Blogging, Social Media, Public Speaking, Process-Oriented Psychology, Travel, Tattoos.
