

# Maxon Pugovsky

Game Producer

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Portfolio: [BreakStatusQuo.com](http://BreakStatusQuo.com)

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## Summary

**Product & program manager** with 11 years of experience in mobile games development, digital marketing and mass media. Currently managing full production cycle of mobile and HTML5 games at **Gameloft** as producer. Was responsible for online marketing and community management at **Microsoft**. Worked as **digital lead** in PR agency. Certified ScrumMaster.

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## Experience

### **Gameloft / Video Game Producer**

January 2017 - PRESENT, VIETNAM

Managing full cycle of game production from idea inception, through prototyping, development, localization, QA tests, launch and marketing campaign. Leading studio team of up to 20 specialists and aligning cross-functional teams in other Gameloft studios around the world.

Built trusted relationships with licensing partner [Animonsta Studio](#) (Malaysian animation studio), who decided to choose Gameloft as an exclusive licensing partner for future mobile games.

Shipped 3 free-to-play games: [Band of Badasses](#) (iOS, Android); based on licensed IP [BoBoiBoy Galaxy Run](#) with over 1 mln downloads on Google Play (iOS, Android); [Cooking Friends](#) (Facebook Instant Game).

Writing internal monthly newsletter with industry news and game design tips.

### **Digital Marketing Consultant / Entrepreneur & Digital Nomad**

2014 - 2016, REMOTE

Consulted on digital marketing, developed digital communication strategies, conducted trainings on digital communications and managed online communities. Clients included UNICEF and UN Volunteers Program in Ukraine; major mobile operator Kyivstar; international non-profit Internews. Spent 1.5 years in Indonesia, Malaysia, Thailand & Vietnam as a digital nomad.

### **PRP – A Weber Shandwick Affiliate Company / Head of Digital Communications Department**

2013, UKRAINE

Set up the work of the Digital Department and gathered a team of 5 digital specialists. Managed online campaigns for clients like Coca-Cola, Avon, Sanofi, TM Tefal, etc. Played a key role in winning a new client, Privatbank, Ukraine's largest bank, and led organization of a major event for 450 tech influencers and journalists, which was crucial in shaping positive perception of the bank.

## **Microsoft / Online Marketing & Community Manager**

2010 - 2012, UKRAINE

Started Microsoft Ukraine communities in social media from scratch and gathered nearly 60,000 followers in Facebook, VK, and Twitter. Coordinated meetups for influencers and two conferences with 150+ participants. Managed development and updates of Microsoft websites and creation of several dozens promo pages. Led launch campaign 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). Award: CEE Marketing Award.

## **Agora / Head of Internet Department**

2008-2009, UKRAINE/POLAND

Built the department team of 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.

## **Games Industry Freelancer / Copywriter, Translator, Reviewer**

2002-2006, UKRAINE

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. Took part in the translation of more than 100 PC and console games from English into Russian. Published up to 50 game reviews in lifestyle and tech magazines.

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## **Education**

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### **Scrum Alliance / [Certified ScrumMaster](#)**

2018

### **Coursera Online Courses by Michigan State University**

2016

[Introduction to Game Development;](#)  
[Principles of Game Design;](#)  
[Business of Games and Entrepreneurship;](#)  
[Game Development for Modern Platforms.](#)

### **Project Management Institute**

2009

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

### **National University of Kyiv Mohyla Academy**

1999-2006

MA in Journalism, BSc in Biology. Minor in Translation Studies.

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## **Languages**

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English - fluent, Russian - native, Ukrainian - native.