DARIA IAKYMENKO

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SUMMARY

Software Development student at Ada Developers Academy.

Fuelled by a passion for technology I enjoy being challenged with projects that require me to work outside my comfort and knowledge set, as continuing to learn new languages and development techniques are important to me.

Skills include:

- Python
- CSS
- Flask
- SQL
- RESTful API
- Pytest
- SQLAlchemy
- Postman
- Heroku

EXPERIENCE

Assistant Project Manager
Neowiz Inc. (Bellevue, WA)   (November 2019 - May 2020)

Collaborating with internal and external cross-functional teams to manage game lifecycle, update schedules and remove roadblocks. Setting up proper workflow and communication processes for managing the strategies/presence of the product on the Market. Analyzing game-related data and user feedback to increase product KPIs and build efficient publishing campaigns.

- Initiated a campaign that increased sales revenue 5x and doubled the number of CCU.
- Publishing campaigns aimed at increasing the awareness of the product in the West.

CS/Community Specialist   (Apr 2019 - November 2019)
Neowiz Inc. (Bellevue, WA)

Analyzing complaints and performing the right corrective actions, collaborating with management and dev teams to provide excellent customer service and improve business performance. Proactively investigating and resolving a wide range of customer issues to assure customer needs are met in a timely manner.

- Ran a Partner Program that doubled the number of influencers within 6 months.

Project Manager
Sampad Games (Minsk, Belarus)   (Jul 2015 - Oct 2015)

Coordinated with Engineers, Art and QA teams on features for game updates, ran Scrum meetings, owned the schedule, removed roadblocks and kept the team focused on priorities. Analyzed the

requirements and turned them into user stories with acceptance criteria. Monitored the update performance on the market using app metrics and user feedback.

- Introduced Agile/Scrum and made the game development process more organized.
- Increased customer engagement by 15% by refreshing social media strategy.

Project Manager
G5 Games (Kharkiv, Ukraine)   (Apr 2013 - May 2015)

Managed all aspects of projects, including project documentation, deliverables, finances, resource allocations and status. Was a primary point of contact with outsource teams and external developers studios responsible for end-to-end communication, including game features implementation, promo materials and customer feedback.

- Drove more than 10 game products on iOS, Mac OS, Android and Windows platforms ensuring timely and profitable game launches.
- Successfully implemented a new approach in graphics that determined the best visual performance depending on screen resolution on Android devices.

Social Media Manager   (November 2011 - April 2013)
G5 Games (Kharkiv, Ukraine)

Was responsible for the development and execution of sales and promotions. Collaborated with Production, Design and QA teams to make timely announcements across social channels. Wrote marketing copy and created assets for push notifications, social posts, emails, and in-game advertisements.

- Implemented A/B email campaigns which eventually resulted in an increase of user retention number by 10%.
- Coordinated between Production, Design and QA teams to make timely announcements of more than 60 game titles per year across social channels.
- Analyzed metrics of promotions and contests to further increase the revenue and make customer experience more enjoyable.

EDUCATION

V.N. Karazin Kharkiv National University (Kharkiv, Ukraine)
Master's Degree in Linguistics, Sep 2009 - May 2010
Kharkiv Polytechnic University (Kharkiv, Ukraine)
Bachelor's Degree in Linguistics and Interpreting, Sep 2005 - May 2009