

Maryna Tsyhan

game development studio - Steel Steed Studio

- Email me on Indeed: [indeed.com/r/Maryna-Tsyhan/1b4c4b187e08197d](https://www.indeed.com/r/Maryna-Tsyhan/1b4c4b187e08197d)

WORK EXPERIENCE

game development studio

Steel Steed Studio - August 2011 to Present

time

Sales manager

Main responsibility - searching customers, partners, investors, promotion of the company and its products in the game development industry.

Working at studio since its creation (from 4 people to 17 employees today) being the only person responsible for communication while the rest were production specialists.

Prepared the following documents: company presentations, presentations of the products, partnership proposals to Publishers, Investors, portfolios for outsourcing partners, Product placement proposals for the third-party organizations.

Presentation of the company on various freelance platforms, websites for the startups and investors.

Cold calls, creation of the base of more than 500 game publishers on different platforms (casual mostly), organized own working process with the use of Sugar CRM, responding to RFPs and participating in international tenders.

Prepared marketing plans, economic analyses of the markets and forecasts of the product sales for the investors and publishers.

Wrote news press-releases, product reviews, materials for participation in game contests and Kickstarter (crowd-funding platform) campaign.

Projects:

1.Zombie Defense. Smash&Crash.

Casual mobile game, defense, released on the Google Play Store and Apple app store:
<https://play.google.com/store/apps/details?id=com.sss.STPfree>

- Studio's own product, developed on the raised private investments.
- Created company and product presentation on the base of GDD and preliminary sketches of art + financial analyses of possible revenues of the game, found an investor.
- Organized and conducted primary negotiations with several potential investors, signed the contract with one of them.
- Searched the mobile Publisher of the game on the Apple App Store и Google play market.

2.Defenders of Suntoria. Dark sun rising.

Mobile game of TD genre with the elements of RPG, with the future plans of porting to PC, will be released soon.

- Created company and product presentation on the base of GDD and preliminary sketches of art.
- Searched investors and publishers in a wide range of Russian and international resources.
- Discussed partnership with several investors and publishers.
- Set collaboration with 5 BAVIN investors in the project, prepared and signed the contract and raised investments in the implementation of the project.

3. Tripp's Adventures.

Casual game, 3D puzzle, published on several mobile, PC resources.

<https://itunes.apple.com/us/app/tripps-adventures/id561910027?mt=8>

<http://www.gamehouse.com/download-games/tripps-adventures>

- Created company and product presentation on the base of GDD and preliminary sketches of art.
- Communicated with a variety of publishers on the subject of advanced financing of the game development.
- Signed the contract on the financing of mobile version development with Alawar Entertainment.
- Searched, negotiated and published the game with several PC publishers (major in casual market) - Big Fish Games, Wild Tangent, Game House, Oberon Media, and a range of retailers (physical game shops).
- Business communication with publisher during development process, intercommunication between customer and developers.

4. Bug Invasion

Casual TD game, released mobile, PC and Flash version.

- Found the publisher and sold the primary license of flash version, non-exclusive licenses to several European publishers.
- Found and signed the contract with the mobile publisher who pre-paid the porting and published the game on Apple App Store - Bulky Pix (France).
- Found the mobile publisher who published it on Android (Connect2Media, GB).
- Found and signed the contract with PC publishers - Big Fish Games, Wild Tangent, Game House, Oberon Media, and a range of retailers.

5. IP PANORAMA Multimedia Toolkit.

Russian version of the multimedia product developed for the World Intellectual Property Organization (WIPO), a UN unit.

- Prepared and sent the documents to participation in tender on the base of tough requirements of UN.
- Prepared and signed the agreement with the WIPO.
- Communicated with the WIPO representatives, coordinated the project with the Customer and development team.
- Prepared the localization documents of the project and corrected the existed materials according to the Customer's requirements: technical specification, manuals for future developers and users.

Head of Incoming

- February 2010 to July 2011

department

- Development of incoming tourism branch of the Company almost from scratch.
- Development and realization of city tours, nostalgic journeys, business trips, active recreation, hunting, medical travel packages.
- Creation and conduction of client base of individual tourists, corporate customers and partner travel companies-agents.

- Working out and implementation of tours: creation of routes, cost calculation, organization and realization of travel packages from the beginning to the final point.
- Promotion of the incoming business direction inside of the company, preparation of the materials for the English version of the company website and incoming services in particular.
- Organization of seminars and participation at international exhibitions, conferences, presenting the company and the country in the international events.
- Management of the working process of the department (3 employees): identifying goals and ways to reach, task distribution, control of task implementation, preparation of department operation reports, creation of marketing plans, sales plans, promotion to-do lists, etc. Implementation of previously set plans and raising the income of department by 200% in 1 year.
- Creation and editing of tour packages in Master Tour software tool, calculation, quotes, online- booking.

Working experience in the USA - 6 months (June-August 2006, July-September 2008) - working at the restaurant "Boulevard Italian Eatery", Farm Fresh supermarket.

Ready to provide additional information in case of necessity.

Manager of Incoming department

Travel Company "Top-Tour" - April 2009 to February 2010

EDUCATION

management

Belarusian State University
2004 to 2009

LINKS

<http://www.linkedin.com/pub/marina-tsygan/42/382/617>

ADDITIONAL INFORMATION

Professional skills and knowledge:

- Russian (native), Belarusian (native), English (advanced), Italian (elementary).
- MS Office, Internet;
- Economically and juridically literate in tourism and gamedev (IT), copyright (due to experience in preparing license agreements, NDAs and investment agreements).
- Social, able to make contact with people ("in absentio" as well), responsible, polite, initiative, result-oriented, team-worker, learn quickly.