Sam Robinson

Project Manager looking to create exciting and fun gameplay while using predictive data to maximize retention and profitability.

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*Professional Experience*

**Ember Entertainment |** 2014-08 to Present  
Product Manager / Producer – **Empire Z** 2016-01 to Present

* Gathered analytics, designed and programmed features to generate over 10,000,000$ in revenue in 2016 after the team was scaled from 14 programmers down to 3 at end of 2015.
* Wrote analytics scripts to track KPIs and learn about macro player behaviors across different sections of the game.
* Assisted marketing efforts by finding core player indicators for both retention and monetization to maximize return on spend.
* Designed and programmed features for Empire Z.

Product Manager / Producer – **Commanders** 2015-07 to Present

* Ran an agile Kanban board as producer to drive the game from soft launch to world wide release.

*Project Manager* | Treasure Bounce 2014-08 to 2015-07

* Helped design levels and developed the macro difficulty scaling.

**Z2** | 2012-01 to 2014-08

Scrum Master – **Paradise Bay** 2014-03 to 2014-08

* Ran team using Scrum/Agile production methodology.
* Was responsible for tasking and prioritizing a 22-person team that included Programmers, Design, 3d Modelers and animators.
* Shipped Paradise Bay’s first Beta Build to IOS and Android.

Live Ops and Dev Ops Producer – **Cross Studio** 2013-11 to 2014-03

* Helped set uptime goals and ways to achieve those goals.
* Created documentation and methodologies for smooth releases.

Technical Artist - **Shadowslayer** 2012-11 to 2013-11

* Automated a 2D art pipeline using JSFL and Photoshop Python.

QA – **Metal Storm, Battle Nations, Trade Nations** 2012-01 to 2013-11

* Created test plans, wrote test cases and ensured that the game was running smoothly before each release.

**WB Games / Snowblind Studios** | 2007-07 to 2011-11

Usability Tester – **Guardians of Middle Earth** 2011-06 to 2011-11

* Ran usability tests, prioritized bugs and features.

QA – **Lord of the Rings: War in the North** 2007-07 to 2011-06

* Responsible for testing proprietary tools suite.
* Helped write test cases to ship the game on Xbox, PS3 and PC.

QA /Design - **Death Tanks (XBLA Title)** 2008-06 to 2009-03

* Designed new weapons and upgrades for major update.

*Relevant Skills*

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| Python | R and R Studio |
| MySQL | Data Analysis |
| Javascript | Elasticsearch |
| Scrum / Agile | Target Process |
| JIRA | Fog Bugz |
| LUA | Usability Testing |
| Cross Discipline Communicator | Create and write test plan |

EmpireZ PM Work Cycle

2016 EmpireZ Feature Using PM Cycle  
Released 3 major updates to Empire Z in 2016 that required me to do design work, programmer work and project manager work on the feature. All 3 features improved monetization and retention after their releases.  
*Board Game Experience*  
Created the board game **‘NFL Game Day’** which is licensed by the NFL and distributed by Fremont Die Consumer Products.  
*Education*  
Data Science Certificate UW (2017-05)  
Bellevue College   
Digipen RTIS

*Interests*

Dogs | Machine Learning | NFL | Craft Beer Data Science | NBA | Camping Whiskey PC/Console Games | Board Games