



CONTACTS

sergivolgin.ru

serg.ivolgin@gmail.com

+7 (950) 519-90-50

Moscow

[LinkedIn](#)

LANGUAGES

Russian – Native

English – C1 (EF/SET 72)

SKILLS / STACK

Management: Agile · P&L · Strategy · Release Management

Tools: Notion · Jira · Figma
GDD/PRD ·

Platforms: Steam · Web · TMA

EDUCATION

Saint Petersburg State University of Culture and Arts
Management in culture, 2024

Google PM Certificate
2024

AWARDS & RESULTS

TAF!25 Gold Award

Beeline | Minecraft Metaverse

18M reach

Beeline | Minecraft Metaverse

180K wishlists

Dead Weight | Steam PC

25K MAU

Flowwow | Secret Santa

55K users

Auto.ru | AI Telegram bot

Serge Ivolgin

Game Producer · PC & Interactive Products

I lead projects from idea to launch and liveops support: PC games for Steam, Metaverse, Web, TMA for major brands. I build teams and processes, work with metrics, speak the same language with developers and stakeholders. Sometimes I'm a creator: develop concepts, prepare proposals, pitch ideas to clients.

WORK EXPERIENCE

Senior Producer · TrendSurfers Dec 2024 – present | Moscow

Interactive products agency. I initiate projects and lead them to completion or join crisis projects of other producers.

Beeline Metaverse (Minecraft + LLM): Joined in crisis: rewrote production roadmap, onboarded second dev team with agile rituals, closed GDD gaps, established stakeholder communication.

Result: 20K players · avg playtime 23 min · 18M reach · 200+ media · Gold Award.

Auto.ru / Yandex (Gen. AI TG bot): Joined when client was on the verge of terminating the contract. Fixed processes and implementation, proposed concept expansion: from generative bot grew into TMA with game, hub and gamification.

Result: 55K users in bot, x5 upsell from base functionality.

FlowWow «Secret Santa» (web): Full-cycle from idea to post-release analytics: team assembly, UX/UI specs, development specs, copywriting, product and project management, analytics. Product: landing-game, game website, admin panel.

Result: 1.5M reach · 120K visitors · 25K MAU

Kaspersky x Fortnite at Comic Con Abu Dhabi (UEFN): Game design of gameplay and user flow, team assembly, communication with client and contractors (sound design, asset management for Unreal Engine), on-site support and global release.

Result: 3K+ players in one week (~10% of exhibition visitors)

Production infrastructure: Built from scratch – SOPs, pipelines, specs templates, definition of done, producer onboarding. Hired and onboarded game designers, copywriters, scriptwriters, sound designers.

Game Producer · Consulting · Freelance · Steam PC Games Nov 2024 – present

Consulting producer for production and marketing of indie games on Steam. Key case - Dead Weight (Klukva Games).

Game Production: Milestone plan for publisher contract, task-tracking migration to Jira, building task work culture in team.

Game Marketing: Trailer pipeline from script to editing, community strategy, game positioning, Steam store optimization (tags, capsule art, description), publisher pitch deck preparation.

Result: Project with 180K wishlists on Steam, milestone plan signed by publisher.

Senior Community Manager · DevGAMM Mar 2023 – Aug 2024 | Batumi

Rebuilt social media presence strategy for company's new direction.

Content Strategy: Reworked TOV and platform priorities for EU audience; launched gamedev columns in Twitter which gave growth in reach and quality leads.

DevGAMM Game Awards × 3 events: Together with Head of Games - game selection, communication with developers and Steam for featuring slots, online ceremony hosting.

Result: Grew EU audience engagement by 20% through targeted gamedev content.

Community Manager · Ravenage Games Feb 2022 – Mar 2023 | Batumi

The Crackpet Show and Masterplan Tycoon - community, marketing and Steam promotion of two indie titles.

Steam Marketing: 1M+ impressions on Reddit under release • collaborations with major streamers • trailers for Steam pages. Managed social media, wishlist campaigns, influencer outreach for two titles.

Production: Marketing trailer scripts, task setting for designers, Q&A with dev team.

Cases, artifacts and project details – sergivolgin.ru