**ANDREI YUSHKEVICH**

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**SUMMARY**

* Have completed two Master's being top of the class, both Cum Laude;
* 6 years of work experience.
* Good learner, fond of grasping new concepts and ideas; I know that every problem has a solution.
* Highly communicative, fond of public speaking and brand ambassadorship.
* Possess excellent analytical, verbal, and written skills; have a truly exceptional time management.
* Team player with a desire to make everyone around me succeed and bring their best for the common goal.
* Good at analyzing and processing huge chunks of information; creating and adjusting my strategies and their implementation on the go.
* Passion-driven specialist & consultant within my areas of interest and expertise.
* Can't see my life without engaging content & writing.

**EXPERIENCE**

**Game Designer Aug 2022 - Current**

**Wargaming, Lithuania**

* Utilized my gaming expertise to identify issues in player engagement;

Suggested a new approach to Game Balance for the Project;

Worked with the Design Team Lead to lead a new Game Balance initiative.

* Used my previous marketing manager role to point out issues that can help mitigate player's negativity;

Developed a new approach to analyze player's feedback and trending opinions;

Worked with my Publishing Manager to create a new informational scope for the game updates.

* Noted that there are some in-game tech trees that lack appropriate class vehicles;

Pitched an idea and all gameplay features for a completely new line of vehicles;

Created my own vehicle tree for the project which was a huge success among the players.

* Used my presentation knowledge to identify the lack of inter-discipline updates within the department;  
  Developed a digital roadmap for a new feature that will be internally shared among Game Designers;  
  Created a perfect presentation for our newest and biggest Game Balance feature for internal expertise sharing.

**Marketing Manager Feb 2022 - Aug 2022**

**Wargaming, Lithuania**

* Suggested to take a closer look on some very specific games as competitors;

Pitched their most prominent features and key marketing things they utilize;

Worked with the Marketing Team Lead to start strategy and vision changes.

* Marked the key in-game points of attraction for players in our competitors' games;

Showcased our in-game features and how we can align those with newfound points of attraction;

Assisted the Senior Manager in creating a new timeline for newly adjusted in-game features.

* Noted that there is no updated feature & release roadmap for internal use with the department;

Developed a proposal to align several departments and outsourcing specialists into one flow;

Created a strict and easy-to-understand project release roadmap with all the dates and interconnections.

* Used my gaming expertise to find out that there are very powerful ties to in-game events & dates among our competitors;

Proposed to create a date-and-event presentation for our key competitors and their points of player engagement;

Combined all the dates of major in-game events via reversive analytics and presented it to the Upper Marketing Management.

**Copywriter Dec 2020 - Jan 2022**

**Appsulove, Belarus**

* Noticed that most of the in-game descriptions are utterly basic and non-creative;

Developed a new approach to in-game messaging and player interaction, including emails & push-ups;

Implemented a new creative format for all subsequent in-game wording and text messaging.

* Analyzed all the existing store descriptions and realized that they don't use all the best practices within the field;

Suggested rewriting all the big store descriptions with the help of my skilled fellow SEO Specialist;

Updated all the company's projects' descriptions with the best practices and the latest Apple Content Guidelines.

* Noticed that most of the outer marketing materials and presentations do not have a check-up with the copywriter;

Suggested using my creativity and storytelling techniques to make the company's presentations more engaging;

Proofread all the marketing materials and did a lot of fixes to make them compelling, concise, and within the brand tone of voice.

* Used my time management skills to pinpoint the problem regarding the approval of new creatives;

Suggested that I hold a special meeting with all the managers involved for a short presentation and check-up of new ideas;

Held this follow-up meeting every week to make sure that every manager approved our texts, descriptions, and SMM.

**Content Manager Jun 2020 - Oct 2020**

**SoftSwiss, Belarus**

* Used my previous role skills to analyze existing page content and found out that it is outdated in terms of SEO;

Proposed to remake all the pages for respective games that do not have adequate SEO saturation levels;

Did all the new SEO saturation for each respective game and game page, raised their indexation and search flow.

* Noticed that general descriptions for the most popular games are outdated, same for non-updated blogs;

Suggested making new texts for key games and relaunching the blog for even further SEO engagement;

Created all the new descriptions for each respective game and blog post, raised their indexation and search flow.

* Found out that the company has a full turnkey project implementation part of the business strategy;

Suggested my Project Management skills and vision to ease this type of load on my Senior Manager;

Took the whole project for a new business and did their website from scratch, including all the SEO and texts.

* Analyzed the informational field around the company and found a powerful ant-reputation content flow from competitors' side;

Offered my storytelling and copywriting skills to completely negate the unethical practices utilized by some competitors;

Did the project regarding new content, messaging, and blog posts and ensured the safety of a company's good name & reputation.

**Content Writer Jul 2019 - Jan 2020**

**Boostcarry, Lithuania**

* Analyzed the company's approach to content and engagement and offered to significantly enhance it;

Offered my gaming expertise and storytelling capacity to become a Chief Gaming Editor and held all the content flow;

Increased customers’ engagement with the company's website by 50% within the first two months.

* Reviewed all the existing website offers and found out their wild inefficiency and lack of important action buttons and tick boxes;

Suggested a new approach to making an offer page: specific descriptions and clarifications, special choices and delivery ways;

Increased customers' engagement with the company's offer page more than two times.

* Analyzed the existing e-mail and push-up marketing strategies and highlighted their generic style and approach;

Suggested a new e-mail marketing strategy and implemented a bonus discount while also increasing our content reach;

Fulfilled customers' needs in concise and simplistic messaging from the company, and grew customer base by 12%.

* Worked with the Marketing Director directly and found out that he is responsible for WordPress Management as well;

Offered to delegate this responsibility to me, while I report to him about everything already implemented via the system;

Eased the load from the Higher Management while also keeping them fully updated on every change and content piece.

**Translator Feb 2019 - Jul 2019**

**Technical Institution of Certification & Testing, Belarus**

* Developed a new approach to international documentation for internal use and offered it to the Manager;

Used my skills to provide extensive on-demand translations of our specific tech descriptions for some inquiries;

Fully fulfilled the department's need for a multi-language person who's also keen on tech specifications.

* Noticed that our marketing department only had a local language newsletter that was solely sent to local language partners;

Offered to create an English equivalent of it for the appropriate sending to all our English-speaking partners;

Got approval on that idea and soon implemented a smooth and reliable translation scope for all internal marketing materials.

* Worked with main page info and realized that the company has only the local language website, took it to the Manager;

Developed a smooth conversion for most of the materials of that time into an English version of the main page;

Implemented the first international version of the institution's website for all our partners, counterparties, and agents.

* Interacted with inner managers and regular workers and noticed that they don't always know the English equivalent for local certifications;

Created a local group for English check-ups and all the necessary clarifications regarding cross-country certifications and permissions;

Implemented the schedule for such meetings among the workers and put the educational department in charge of it.

**Economist (Financial Control Specialist) May 2018 - Dec 2018**

**CJSC ENERGO-OIL, Belarus**

* Used my financial and technical knowledge to identify intricate software issues that made the job much more complicated;

Developed a list of actual suggestions and fixes that were transferred to the Software Support Department;

Received an update for our internal software that solved those intricate software issues for specialists in my field.

* Detected a constant stream of legal requirements and check-ups that were addressed by various specialists;

Offered to transfer all the pricing and unit control, including barcode adjustment, to my department and me in particular;

Rearranged the workflow within the pricing and barcode issues and henceforth solved all the warehouse issues by myself.

* Worked with government regulators and legal bodies under General Manager supervision;

Noticed that it takes a lot of her time and suggested delegating this work matter and all the responsibility to me;

Accepted all future handling of specific price-controlling units and legal check-ups with government bodies.

* Assisted our Chief Accountant and listened to her wishes regarding some specific rare forms that are not automated;

Developed a simple method for how those occasional forms can be redirected to me and fulfilled by me during the day;

Eliminated those rare occasions where accountants were looking for those specific forms and kept worrying that they were not done.

**Leading Specialist (Financial Institutions) Mar 2017 - Mar 2018**

**VTB Bank Group, Belarus**

* Used my role as a Leading Specialist to identify issues among other coworkers;

Found out that some key people are afraid of meeting international delegations with a powerful supported speaking English;

Worked with the Heads of the Departments to lead a new delegation initiative including me as a representative.

* Analyzed all the documents and bases that were related to the interbank agreements and realized that there is no single-entry point;

Developed a method to control and access any partner and bank data within a few minutes and made it clear to all bank members that I'm now in charge of it;

Took responsibility for the process of entering new interbank data into a single system and made it my area of knowledge.

* Reached out to the closest and most important department for my group - the AML team, and found out that our business groups had issues some time ago;

Made a series of group meet-ups where all former miscommunications and old grudges were revealed and eradicated;

Fixed the adequate work and informational flow between the departments and therefore made it better for the whole company.

* Worked on Financial Stats for countries and other internal materials and realized that we do it only for our department;

Contacted several heads of respective structures and informed them that I could provide them with the appropriate actual info, got positive acceptance;

Arranged the timely delivery of such financial ratings and other information to all involved and interested departments within the bank.

**SKILLS**

Leadership | Marketing | Game Design | Community Management | Web Content Writing | Presentation Skills | Microsoft PowerPoint | Data Analysis | Product Management | Management | Storytelling | Economics | Copywriting | Project Management | Game Balance Design | Public Speaking | Game Development | Conflict Management | Negotiations | Content Marketing | Multiplayer Games | Creativity

**EDUCATION**

**Master’s Degree (Cum Laude), Digital Marketing Sep 2021 - Feb 2023**

Business School; Vilniaus Universitetas

**Master’s Degree (Cum Laude), Innovative Project Management Sep 2016 - Feb 2018**

Faculty of Marketing, Management, Entrepreneurship; BNTU

**Bachelor’s Degree, International Economics Sep 2011 - Feb 2016**

Faculty of Marketing, Management, Entrepreneurship; BNTU

**CERTIFICATIONS**

* **[Associate Professional in Digital Marketing]**,   
  [European Marketing and Management Association] **2023**

**RECOGNITIONS/VOLUNTEER WORK**

* Wargaming Spokesperson & Brand Ambassador **2023**
* Student of the Year, BNTU **2014**