

GEORGY SHIN

PRODUCT MANAGER

Turkey (GMT +3)
Open to relocation

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ABOUT

Product Manager / Digital Producer with 10+ years of experience across digital products, gaming and marketing. Experience with global gaming titles including Warface, Atomic Heart, Lost Ark, Perfect World, ArcheAge, HAWKED and War Robots. Strong in taking digital projects from idea to launch, developing gamification and engagement initiatives, and working across development, design, analytics and marketing.

MAIN EXPERIENCE

OCTOBER 2025 – JUNE 2026

PRODUCT MANAGER

FUN FARM (FIRSTFUND) POKER STAKING FUND

- Owned the development and launch of a gamification system with progression and reward mechanics, from idea to release, working with development, analytics, and design teams. Around 1,500 players joined the system, and the average number of online poker tournaments per user increased by 9% monthly.
- Drove regular special projects to promote a new poker educational platform, using activity and engagement metrics to grow MAU from around 550 to 1,300 out of 1,900 regular players.
- Managed cross-functional product work across development, analytics, design, community, and PR, setting priorities, defining requirements, and coordinating delivery.
- Developed personalized Year-Wrapped project based on learner progress and activity data, using behavioral insights to improve engagement with the educational platform.

OCTOBER 2024 – AUGUST 2025

SENIOR PROJECT MANAGER

EMHANCE (SENSEMITTER)

- Built digital processes from scratch for a B2B SaaS startup, defining the roadmap, workflows, and production processes for new growth initiatives.
- Managed cross-functional projects using Agile practices, setting priorities, coordinating requirements, and leading delivery across internal teams.
- Turned company research into 3 digital lead generation experiences, working with design and internal teams from concept to launch, including website content, downloadable materials, and a webinar registration flow.
- Launched new acquisition initiatives across the website, email, and online events, contributing to 35% growth in the user base. The first webinar campaign reached 1,300 contacts and attracted 50 participants.

JULY 2019 – JULY 2024

SENIOR DIGITAL PRODUCER

VK GROUP (MYGAMES)

- Worked on large-scale digital projects for games including Warface, Atomic Heart, Lost Ark, Perfect World, ArcheAge, HAWKED, and War Robots, taking projects from idea to launch and defining goals, mechanics, KPIs, and growth opportunities. Projects reached over 100K participants and delivered up to 10% growth in MAU.
- Created and launched gamification and engagement mechanics for different games in the publisher's portfolio, with a focus on retention and long-term user engagement.
- Managed cross-functional projects with custom technical development, working closely with developers on requirements, integrations, APIs, automation, and new digital tools. Project budgets started from \$15K.
- Improved team workflows, introduced new tools and processes, and mentored team members as the team and number of projects grew.
- Tested new growth opportunities across EU, LATAM, and MENA markets, from new platform features and automation to paid acquisition, supporting ~20% quarterly audience growth.
- Worked with external partners and vendors, including tenders, partner selection, budgets, and delivery for complex digital projects.

SKILLS

Product & Project Management

- Agile / Scrum, Roadmap Planning, Backlog Management
- Product Strategy, Prioritization, Requirements & User Stories
- Cross-functional Team & Stakeholder Management
- Product Metrics: Retention, Activation, Conversion, MAU / DAU, LTV
- A/B Testing, Hypothesis Testing & Product Experiments
- Gamification & Engagement Mechanics
- Budget, Vendor & Delivery Management

Tools & Technology

- Jira, Confluence, Notion, Trello, Asana
- Mixpanel, Tableau
- Figma, HubSpot, Zapier
- AI Tools: ChatGPT, Claude, Grok

LANGUAGES

• Russian — Native

• English — B2

• Turkish — A2