

Mikhail Bezverkhii

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RELEVANT EXPERIENCE

Kwalee - Remote, Budapest, Hungary January 2024 - Present *Product manager*

- Delivered the game to the market in 7 weeks, managing the cross-functional team of 12 people, prioritizing the tasks and defining the scope to ensure the best quality in a short time.
- Designed AB-test roadmap for Liveops games with 7-figure revenue, reaching the pace of 1 test as week

Gameloft - Budapest, Hungary November 2021 - August 2023 *Lead product manager*

Demonstrated leadership as a Manager in a popular application with over 100 million downloads and 7-figure revenue. Oversaw a small team and provided guidance to a middle Product Manager. Contributed to the product's success by shaping its strategy and implementing new features in collaboration with designers, engineers, and 2D/3D artists

- Revamped the season pass, resulting in a significant increase of more than 40% in feature ARPU.
- Increased the overall ARPU by 10% (30% - 100% for feature ARPU) through analysis of paying user segments, price optimization, and implementation of a price discrimination model.
- Streamlined routine tasks, reducing the time five team members spent by 10%
- Established and systematized a surveying process, allowing for faster reaction to community problems.
- Reviewed and provided guidance on dozens of tests conducted by other team members
- Guided a new monetization team in the process of project handover by writing the documentation and regular calls which allowed them to smoothly take control over the 8-year old project.

Gameloft - Budapest, Hungary March 2020 - October 2021 *Product manager*

Boosted in-game revenue by implementing various improvements and introducing new features. Owned the A/B-testing cycle, running 75 tests and introducing several features, including:

- Redesigned the in-game product card, resulting in a 30% increase in conversion for low-priced items.
- Introduced 2 new features to the event, leading to a revenue increase of 10% based on post hoc analysis.
- Increased revenue by 3% through a series of A/B tests aimed at raising the hard currency sink.

Sberbank - Moscow, Russia May 2019 - February 2020 *Product manager*

Innova Distribution - Moscow, Russia Summer 2017 - April 2019 *Game Monetization Manager*

- Designed a new offers matrix, resulting in a significant increase in player conversion rates of up to 25%
- Developed internal tools that streamlined routine tasks, saving 20% of the time previously spent on them.

PROJECTS

Dopaminer.ru -> [Misha.games](https://misha.games/) - May 2019 - Present *Owner, jack of all trades*

- Offered paid consultations for seven mobile/PC game titles on an individual basis.
- Led a small team in the development of the educational game.
- Developed six new games in 2022, spending not more than 2 weeks for each.

EDUCATION

Higher School of Economics, Moscow, Russia

Bachelor of management

SKILLS

Data Analysis: SQL, Python (seaborn, pandas, numpy), Excel, Airtable; A/B-testing, post hoc analysis, forecasting, strategic thinking, roadmapping; agile, leadership, mentoring; basic HTML, CSS, JS, Bootstrap, PHP, Unity C#.