

Serj Goldman

Producer — iGaming Gamification & Player Engagement · 15 years in games

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Available immediately · open to full-time or B2B contract (registered sole proprietor, Georgia)

SUMMARY

Product and marketing leader with 15 years in free-to-play games, now in iGaming. Built and scaled a mobile game studio's entire commercial side as CMO & General Producer: from game concept and monetization design to performance marketing with ~\$1M monthly budgets. Deep, practical understanding of what keeps players engaged and paying: retention mechanics, reward loops, LiveOps, and the analytics behind them.

EXPERIENCE

Producer

May 2025 — August 2026

BrainRocket · iGaming

- Launched 6 successful projects end-to-end
- Partnered with external game development studios and adapted their games into iGaming gamification tools
- Delivered funnel improvements that lifted conversion rates by 30% across all company projects
- Increased registration-to-deposit conversion through new engagement mechanics
- Designed from scratch and shipped 3 internal projects

CMO & General Producer, Co-owner

2011 — 2025

Game Garden · mobile free-to-play studio

- Board member and co-owner; drove strategic planning across product and marketing for a studio generating \$300K–\$1M monthly revenue
- Scaled projects from zero to \$700K+ monthly revenue through staged source rollout, cashflow-positive budget management, and creative production planning
- Built and led the marketing team; managed monthly UA budgets close to \$1M across Google Ads, Applovin, Meta and other sources
- Doubled ad campaign efficiency by reverse-engineering audience pain points from 100+ creatives; the resulting creative formula tripled CTR
- Produced hit titles as General Producer: Fairy Farm, Fairy Kingdom, Criminal Stories, Love Choice (with MGVC / My.com), Florescence
- Owned monetization strategy: IAP (App Store / Google Play) + ad monetization (AppLovin MAX mediation), soft-launch economics, P&L and payback modeling

Industry roles

- Examination committee member, Video Game Design course — HSE University
- Independent expert and consultant in game development and mobile marketing

SKILLS

Player Retention & Engagement

Gamification Mechanics

LiveOps & Event Design

Lifecycle / CRM Thinking

Monetization Design (IAP + Ad)

Performance Marketing & UA

Marketing Analytics

Creative Strategy

ASO

Soft-launch & P&L

Team Leadership

EDUCATION

Moscow State University of Instrument Engineering and Computer Sciences (MGUPI)
Robotics

LANGUAGES

Russian — native · English — advanced ·
Hebrew — beginner