

# Aleksandr Butsii

(Odesa, Ukraine)

## Social Media Team Lead

E-mail: [sashabutsiy@gmail.com](mailto:sashabutsiy@gmail.com)

Discord: hike0403

[LinkedIn](#)



## Summary

Gaming industry professional with 5+ years in customer service and social media management. Led social media teams and managed online communities with millions of users. Worked closely with artists and narrative designers to deliver compelling content. Consistently met deadlines while maintaining high standards, leading to the success of multiple creative initiatives.

## Experience highlights

### **Social Media Team Lead at Your Story Interactive (2023-present):**

Developed a strategy that increased average social media engagement for 2 million subscribers from 38% to 79% within two years. Designed diverse content formats, including interactive posts, contests, and polls, to sustain audience interest. Worked closely with narrative designers and developers to integrate player feedback into content updates. Led a 15+ person team, conducted training, continually improved the quality of content and social media management. Raised the game's Telegram account from start to 650.000+ subscribers in 2 years.

### **Customer Service Specialist at Your Story Interactive (2019-2023):**

Handled 3,000+ player inquiries monthly for a mobile game with more than 10 million player base. Maintaining a 3-hour average response time and 90% user satisfaction. Worked closely with developers to flag in-game issues and support ongoing improvements to gameplay and user experience.

### **WordPress Developer at Pontica Design (2018-2019):**

Engineered front-end and CMS-driven web experiences using WordPress, with a focus on modular design systems, performance optimization, and custom plugin integration. Projects included brand-driven microsites, event platforms, and long-form content hubs.

## **Education**

Network Technologies and System Administration

**"STEP" IT Academy**

2017-2021

IT Essentials: PC Hardware and Software

**Cisco Networking Academy**

2017-2019

## **Language Proficiency**

- Fluent in Ukrainian and Russian (native)
- Professional working proficiency in English

## **Electronic certificates**

[CCNA: Enterprise Networking, Security, and Automation](#)

[CCNA: Switching, Routing, and Wireless Essentials](#)

## Hard Skills

- Social Media Strategy & Management
- Community Management
- Content Creation and Posting
- Customer Service
- WordPress Development
- UI/UX
- Performance Optimization
- Adobe Creative Suite Proficiency
- Graphic Design
- Training & Team Leadership
- Technical Troubleshooting
- Microsoft Office & Google Workspace Proficiency
- Multilingual Communication
- Working with a Large Audience

## Soft Skills

- Leadership & Team Management
- Adaptability in Fast-Paced Environments
- Strong Communication Skills
- Creative Problem Solving
- Time & Project Management
- Customer-Centric Mindset
- Strategic Thinking
- Attention to Detail
- Conflict Resolution
- Growth Mindset & Continuous Learning