

PATRICK J. GENELLIE

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Experience

DOPPLER HAT GAMES

SEATTLE, WA

2017-Present

Executive Producer

Supported international teams in developing new projects from initial concept to final release

- Directed sprint sessions and managed development roadmap for 20+ employees worldwide
- Produced team status reports and spearheaded weekly meetings with the CEO and board of directors
- Performed market analysis and localization for international clients, totaling \$500k+ in revenue
- Coordinated with art, design, and development leads to create overview documentation for new projects
- Conducted contract negotiations with external studios for additional art and animation production
- Directed production of marketing materials, driving over 1 million users within budget requirements

2017

Product Manager

Directed development meetings and planned game demos for mobile market titles

- Organized feedback research and managed bug reports for development cycles of Seattle & Beijing studios
- Managed brand development on social media and Apple Store / Google Play / PC platforms
- Designed new systems for economic and social interactions within active player community
- Contracted translation teams and managed localization of art resources for alternate language options

2016

Design Lead

Created description, dialogue, and marketing text for English language versions

- Produced user interface designs for new and adapted gameplay systems
- Developed technical documents for international corporation requirements
- Drove market testing for studio name, designed logo and contracted marketing materials
- Created company website using Squarespace with HTML injections

THE MURDER MYSTERY COMPANY

MINNEAPOLIS, MN

2012-2016

Regional Director

Recruited, managed, and trained actors for live performance; coordinated with clients and venues for private events

- Directed 500+ performances, with audience sizes ranging from 10 to 350 people
- Managed 60+ contracting actors, including training in technical and customer service skills
- Performed lead role as Detective in 200+ shows, serving as master-of-ceremonies for events

Games

UNIVERSITY OF MINNESOTA

MINNEAPOLIS, MN

Bachelor of Individualized Studies in English and Business Management

- President and Founder of the University of Minnesota Improv Comedy Club
- Founding Captain of Titanic Improv at the University of Minnesota
- Coursework: Intro to Entrepreneurship, Principles of Marketing, Marketing Research, Advanced Characterization, Screenwriting, Textual Analysis: Methods, Survey of American Literature, Survey of British Literature, Statistical Analysis, Principles of Microeconomics, Principles of Macroeconomics

Skills

- **Development Techniques** (Agile, Waterfall, Large-Scale Scrum)
- **Content & Bug Management** (Trello, Internal CMS)
- **Microsoft Office** (Excel, Word, PowerPoint)
- **Adobe Suite** (Photoshop, Audition, Premiere)
- **Web Design** (Front End Platform Management)

Games

- **Pirate Heroes: Siege of Atlantis** (Executive Producer)
- **Rocket World** (Executive Producer)
- **Idle Legends** (Executive Producer)
- **Secret Kingdom Defenders** (Product Manager)
- **Time Quest: Heroes of History** (Design Lead)

Additional

- Comedy Podcasting – Managed a network with 60k+ monthly downloads, shipped merchandise world-wide
- Creative Writing – Published by Leading Edge and Fantasy Scroll Magazine
- Stage Presentation – Hosted professional events for the University of Minnesota and local businesses
- Portfolio: patrickgenellie.com