

Qadira Al-Mahi

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PROJECTS

Belle Automata - Producer, Narrative Designer, Web Designer	Nov 2021-Present
The Haunting at Cragpoint Manor - Writer, DEI Consultant	May 2023-July 2023
Cryptid Campaign Manager (Otome Jam) - Project Lead, Writer	May 2023-Jun 2023
College Craze - Marketing Lead, Community Manager	May 2022-May 2023
In Eden (Code Coven) - Writer, Programmer, Producer	Nov 2022-Dec 2022
AfroDesia - Narrative Designer, Outliner	Apr 2022-May 2022
Skator Gator 3D - Marketing Consultant	Jun 2022-Aug 2022
PAIRS - Bonus Content Writer	Feb 2022-Apr 2022
Ocean Pearls: Kissed by the Sea - Scenario Writer, Editor	Aug 2021-Dec 2021
Celestia (Otome Jam) - Scenario Writer, Editor	May 2021-Jun 2021
War of Roses (NaNoReNo) - QA Tester	Mar 2021-Apr 2021

WORK EXPERIENCE

Theophilus & Vance, LLC Writer, DEI Consultant	Remote, Contract May 2023-July 2023
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- Wrote & designed 2 diverse characters for an upcoming, horror board game
- Researched primary and secondary sources on Black & Asian life in Gilded Age NYC to inform narrative design
- Compiled outlines, references & art direction notes into condensed character sheets using Notion

Weathered Sweater Marketing Consultant	Remote, Contract Jun 2022-Aug 2022
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- Generated a research report to evaluate studio's audiences & future IP's viability on specific platforms
- Interviewed 5 indie studios that produced similarly scoped games to inform Skator Gator 3D's development
- Outlined recommendations & required materials for future success of Skator Gator 3D's marketing campaign
- Created a targeted list of 50 contacts to pitch Skator Gator 3D for future press coverage

Pretty Ink Games, LLC Marketing Lead, Community Manager	Remote, Contract May 2022-May 2023
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- Quadrupled monthly Patreon revenue by diversifying bonus content including merchandise rollout ideation
- Secured earned media coverage from 17 media outlets to promote College Craze v0.4 release in July 2022
- Composed weekly/monthly developer updates on multiple platforms & scheduled 4 social media posts per week
- Moderated studio's +3,000 member Discord server & frequently ran community events

Jellyfish Parade, LLC Producer, Narrative Designer, Web Designer	Remote, Contract Apr 2022-Present
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- Successfully secure grant opportunities like Galaxy Fund Grant & publisher deals like WINGS Fund
- Assist the recruitment process by posting position requirements, shortlisting candidates, & drafting contracts
- Design & implement Belle Automata's upcoming website using Wix
- Arrange quarterly meetings to evaluate content, community KPIs, timelines, deliverables, etc

Social Media & Community Manager	Aug 2021-Apr 2022
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- Conducted research to inform marketing strategies resulting in +70% organic increase in Twitter followers
- Generated snappy written, visual & animated social media content using Photoshop & Canva
- Planned & executed special projects such as Belle Automata's 2 successful Kickstarter campaigns
- Secured showcase/speaking opportunities at Black Card Gala, GDoC, Super FESTival & Windies Direct

EDUCATION

Code Coven Time Cohort Intro to Game Making: Unreal Engine	Remote Learning Oct 2022-Dec 2022
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Middlebury College Bachelor of Arts, International & Global Studies: East Asia	Middlebury, VT Sept 2015-May 2019
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