

# Qadira Al-Mahi

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## PROJECTS

<b>Belle Automata</b> - Producer, Narrative Designer, Web Designer	Nov 2021-Present
<b>The Haunting at Cragpoint Manor (Tabletop)</b> - Writer, DEI Consultant	May 2023-Aug 2023
<b>Cryptid Campaign Manager</b> (Otome Jam) - Project Lead, Writer	May 2023-Jun 2023
<b>NDA Client</b> - Marketing Lead, Community Manager	May 2022-May 2023
<b>In Eden</b> (Code Coven) - Writer, Programmer, Producer	Nov 2022-Dec 2022
<b>AfroDesia</b> - Narrative Designer, Outliner	Apr 2022-May 2022
<b>Skator Gator 3D</b> - Marketing Consultant	Jun 2022-Aug 2022
<b>Ocean Pearls: Kissed by the Sea</b> - Scenario Writer, Editor	Aug 2021-Dec 2021
<b>Celestia</b> (Otome Jam) - Scenario Writer, Editor	May 2021-Jun 2021

## WORK EXPERIENCE

**Jellyfish Parade, LLC** **Remote, Contract**  
*Producer, Narrative Designer, Web Designer* *Apr 2022-Present*

- Source and secure +\$60,000 in grants and crowdfunding for development of company's latest project
- Evaluate and adjust KPIs, timelines, and budget and communicate milestone completion to stakeholders
- Assist the recruitment process by posting position requirements, shortlisting candidates, & drafting contracts
- Design & implement Belle Automata's website using Wix

**Theophilus & Vance, LLC** **Remote, Contract**  
*Writer, DEI Consultant* *May 2023-July 2023*

- 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 character sheets using Notion

**NDA Client** **Remote, Contract**  
*Marketing Lead, Community Manager* *May 2022-May 2023*

- Quadrupled monthly Patreon revenue by diversifying bonus content including merchandise rollout ideation
- Secured earned media coverage from 17 media outlets to promote v0.4 content 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 and spearheaded server events such as Fall Fanworks Festival which received 96 submissions and increased new member engagement by 57%

**Weathered Sweater** **Remote, Contract**  
*Marketing Consultant* *Jun 2022-Aug 2022*

- Generated market research reports 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

**Jellyfish Parade, LLC** **Remote, Contract**  
*Social Media & Community Manager* *Aug 2021-Apr 2022*

- Conducted market research including player surveys to inform marketing and product release strategies
- Generated snappy written, visual & animated social media content using Photoshop & Canva
- Secured showcase and speaking opportunities at Black Card Gala, GDoC, Super FESTIVAL & Windies Direct

## EDUCATION

**Code Coven Time Cohort** **Remote Learning**  
*Intro to Game Making: Unreal Engine* *Oct 2022-Dec 2022*

**Middlebury College** **Middlebury, VT**  
*Bachelor of Arts, International & Global Studies: East Asia* *Sept 2015-May 2019*