



Hanieh Hatefi Yousefi

Portfolio

Get to know me better

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01

About me

Who am I?

About me

My name is Hanieh Hatefi Yousefi, and I am a social media manager and content writer with a passion for games, digital illustration, and technology. I bring a combination of experience in creating content, writing for games, and expertise in managing social media, and playtesting. I have worked with two game studios over the past five years and have gained valuable experience managing social media accounts, creating engaging content, and designing visually appealing graphics. Content writing is my jam and I enjoy projects related to game studios mostly.

02

What I do

a

Social Media Management

Creating a strong online presence for a brand, and creating engaging and informative content that resonates with the target audience.

c

Playtesting

Game testing process, and reports of uncovered errors from user's view

b

Game Story Writer

My ability to write for the game story of a wide range of genres, including action-adventure

d

Digital Illustration

As a junior, I started studying digital illustrations to bring my ideas to life.



Social Media Management

As a social media manager, I understand the importance of creating a strong online presence for a brand. I have experience in creating and implementing social media strategies, managing multiple social media accounts, and analysing metrics to measure success.



Social Media Management

Skills:

- Social media management
 - Content creation
 - Customer engagement
 - Analytics and reporting
 - Influencer outreach
 - Copywriting
- Manage all social media channels including Facebook, Instagram, Telegram and Twitter
 - Develop and execute social media strategies to increase brand awareness, engagement, and acquisition.
 - Create and publish daily social media content, including graphics and videos.
 - Respond to customer inquiries and comments in a timely and professional manner
 - Monitor and analyse social media metrics, provide reports and recommendations to the team
 - Assisted in managing social media channels for the company's mobile games
 - Conducted research and provided insights on industry trends, competitor activities, and audience preferences
 - Assisted in developing social media content and campaigns
 - Monitored and responded to customer feedback and inquiries
 - Created social media reports and provided recommendations to the team

Social Media Content Writing

One of my main responsibilities as a community manager is working on the published content of social media. I maintain different tasks for it as follows:

- **Develop social media content strategy:**

Plan and create a social media content calendar that aligns with the game's marketing objectives, product updates, and events.

- **Write social media posts:**

Craft engaging and informative social media posts that promote the game, highlight its features, and drive user engagement.

- **Create in-game content:**

Create compelling and entertaining in-game content, such as dialogues, quest descriptions, and other texts that enhance the game's narrative.

- **Community management:**

This involves managing social media accounts, creating engaging content, responding to comments and messages, and building a strong community of players around the game.

My Process of Social Media Management



As the tasks are determined each sprint by the scrum master, I answer to user's feedbacks, problems, and reviews. Analysing customer reviews on international and local markets such as Google Play, and Appstore and giving report to the game design team and developers.



Game Writer

As a junior video game writer, I am excited to present my portfolio for Project X, an online PVE/PVP game for mid-core mobile and PC players. I am passionate about storytelling and creating immersive worlds that engage players and enhance their gameplay experience. Through my work on the project The Nature Awakens (<https://natureawakens.gg/>), I have developed skills in writing compelling dialogue, creating detailed character backgrounds, and crafting complex narrative arcs that drive player engagement.

In The Nature Awakens, players journey through a richly detailed world of danger and adventure to defend nature. The story follows a group of heroes navigating through a realm threatened by a powerful evil that seeks to destroy everything in its path. As players progress through the game, they will discover secrets and uncover hidden lore that will reveal the true nature of the threat they face.

The game features PVE and PVP modes, allowing players to team up with friends or battle against each other in epic showdowns. The PVE mode offers a rich narrative experience where players can explore the world, complete quests, and engage with non-playable characters (NPCs) with their own stories and motivations. The PVP mode provides a competitive experience where players can test their skills and strategies against each other in dynamic and engaging gameplay.

Game Characters:

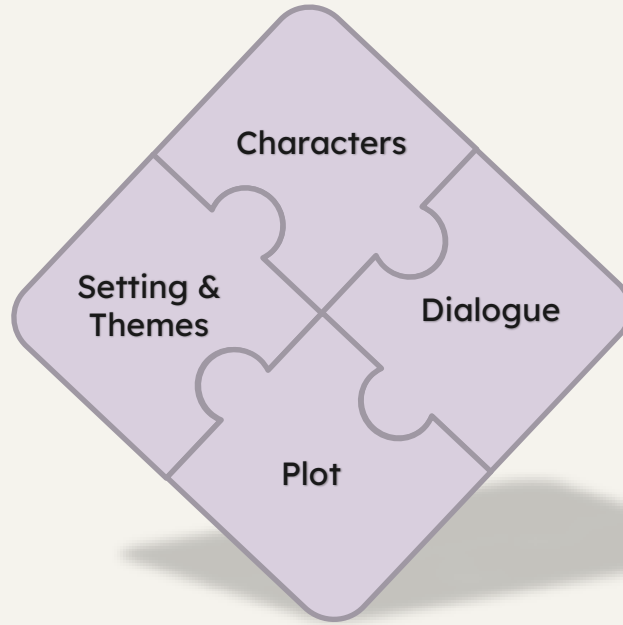
The Nature Awakens features a diverse cast of characters, each with a unique personality, backstory, and motivations. From the battle-hardened warrior to the enigmatic wizard, each character brings their strengths and weaknesses. As players progress through the game, they unlock new characters and learn more about their past through engaging and compelling dialogue.

Game World:

The world of Nature Awakens is vast and filled with danger, from the dense forests to the sprawling cities. As players explore the world, they will encounter a variety of environments, each with its challenges and rewards. Whether players are delving deep into ancient ruins or battling it out in the arena, the game world is filled with exciting opportunities for adventure.



My Process of Writing The Story of Game



Each chapter and episode of the story is written in a specific time frame that the team scheduled on Trello, and the details of it will be published on Notion so all team members can review and make comments. The final draft of the story is used on social media such as discord and is published to engage the community and keep them hyped about the released game

I also try conducting research to ensure that the game's story and setting are authentic and accurate. Continuously learning and staying up-to-date with industry trends and best practices related to game writing.



Playtesting

Playtesting is a critical part of game development that involves having players test and provide feedback on the game. It is an essential step in the development process as it helps identify issues and areas for improvement before the game is released to the public.

One of the most fun responsibilities as a game development team member is to playtest the game at different milestones of the production process.

During playtesting, the social media manager who is playing the game from the user's point of view would typically play through various levels of the game, looking for bugs, glitches, and other issues that may impact the player's experience. They would also pay attention to the game's difficulty, pacing, and overall balance, ensuring that it offers an enjoyable and fair experience to the player.



Participating in playtesting sessions to gain insight into user experiences and identify areas for improvement.



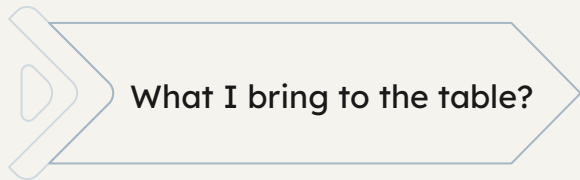
Providing feedback to the development team regarding gameplay mechanics, narrative, user interface, and other elements of the game.



Digital Illustration

I am a junior self-taught digital illustrator with work experience in the field of online game community and social media management. I have a passion for creating illustrations and graphics that bring ideas to life. With my experience in managing social media and online game communities, I understand the importance of engaging and interactive visuals that capture the attention of the target audience.

My experience in working with game development teams has taught me to understand the vision and design needs of a project, and I strive to create art that complements and enhances the overall game experience. I am eager to continue growing my skills and contributing my creativity to new projects in the field of digital illustration and game development.



What I bring to the table?

1. Visual design skills
2. Knowledge of industry tools
3. Ability to work in a team
4. Adaptability
5. Understanding of game development
6. Passion for what I do
7. Excellent communication skills

03

My experience

2022 - now

Company

RainHero Games

Title

PR – Community
Managar – Game Story
Writer

2020 - 2022

Armiksoft Game Studio

Social Media Manager -
Customer Services


2019 - 2020

Sava Arman Kish

Content Writer - Idea
Provider

Places where I've worked



 **Rasht**
Guilan, Iran

 **Istanbul**
Turkey

04

My Work



Welcome to the visual showcase of my portfolio. In this section, you'll find a collection of visuals and pictures that illustrate my creative process and showcase the projects I've worked on. From concept art and character design to marketing materials and social media posts, these visuals offer a glimpse into my design philosophy and my ability to bring ideas to life. I hope you enjoy browsing through this gallery and that it gives you a better understanding of my skills and expertise.

Disclaimer: All content and materials displayed in this portfolio are the intellectual property of the respective companies and are used here for demonstration purposes only. No copyright infringement is intended. All rights reserved to their respective owners.

Projects I was involved at RainHero Games:

The Nature Awakens game is a project that we started for Algorand Hackathon that we won and gained first place.

The Nature Awakens is a strategy game on the Algorand blockchain that is currently under development. It aims at protecting nature from the threats posed by destroyers of the environment. In this game, you will take part in a story-driven campaign and even competitive PvP matches to defend nature with aid of heroes.

My main tasks for this project:

- Community management
- Social media management
- Co-creation of community events
- Content writing
- Game story writing
- Gathering, maintaining ideas as a team member to transfer into game design process
- Playtesting



Algorand is a proof-of-stake blockchain cryptocurrency protocol. Algorand's native cryptocurrency is called ALGO.

We are working on a blockchain online multi-platform game, and I have been managing different assignments. Currently the story of the game that I have written as a team member is being published on our discord channel Arc by Arc as we progress. Different characters of the games are made and each have their unique background stories with twists not like others.

☆ Here are the official links for Nature Awakens:

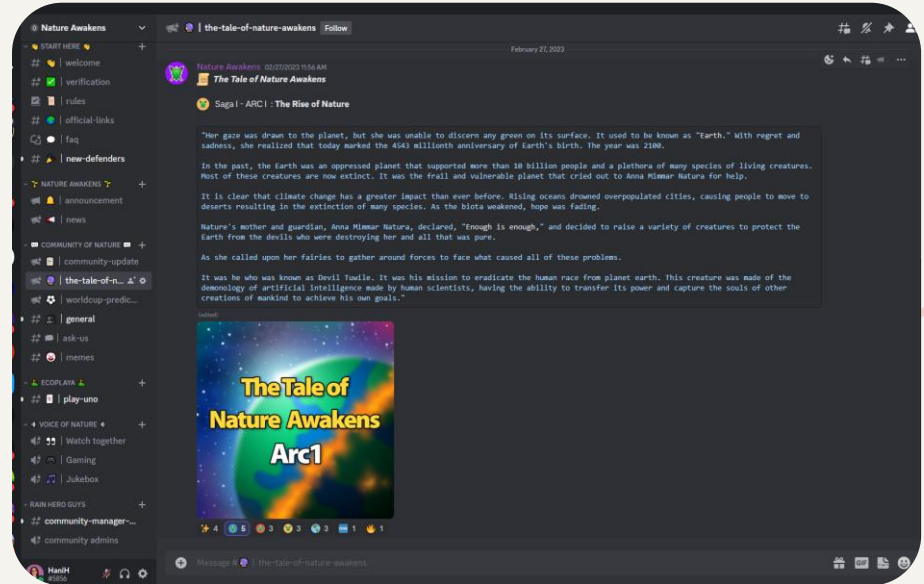
Website : <https://natureawakensgg/>

Medium : <https://natureawakensgg.medium.com/>

Twitter : <https://twitter.com/NatureAwakensGG>

Facebook : <https://www.facebook.com/NatureAwakensGG>

Instagram : <https://www.instagram.com/NatureAwakensGG>



Projects I was involved at Armiksoft Game Studio:

Backgammon Origins with the local name of **Takhtebaz**, is an online p.v.p backgammon game which is free-to-play with more than 100k users. Daily many user requests referring to different issues and comments were made by users that was handled by the social media and customer services.

My main tasks for this project :

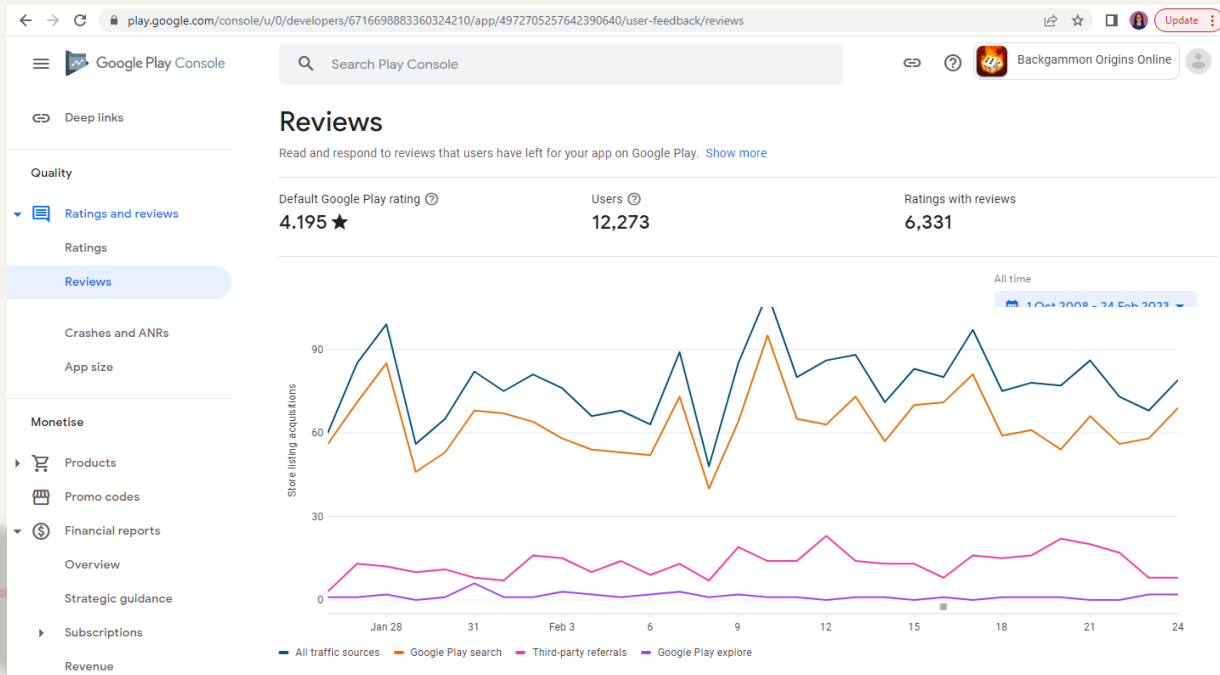
- Customer support
- Conveying customer needs to developers
- Content creation
- Social media content release
- Social media statistics deliberation
- Keyword relevancy, ASO, and market description analysis
- Analysing customer reviews on Google Play, Appstore, & ...
- Monitoring and strengthening customer relationships
- Offering UI and UX adjustments based on the customers' needs to have a user-friendly product.
- Playtesting

- Armiksoft is an indie mobile game development studio
- Founded in 2015
- Focuses on multiplayer online free to play games



Based on the action that was provided on my side, and as a teamwork on this project:

The key performance indicators (KPIs) for the Google Play of the game I've been working on as a customer service representative. These metrics serve as important indicators of the game's success and growth on the Google Play store, and provide valuable insights into the game's user engagement, retention, and overall performance. By analyzing these KPIs, I've gained a deeper understanding of the game's strengths and areas for improvement, and have been able to leverage this knowledge to help enhance the player experience and drive growth for the game. I am excited to share these KPIs with you and showcase the impact of my work on the game's success.



Here are the official links for the backgammon project:

Website :

<https://armiksoft.com/>

International version:

<https://play.google.com/store/apps/details?id=com.armiksoft.backgammon&hl=en-GB&gl=US>

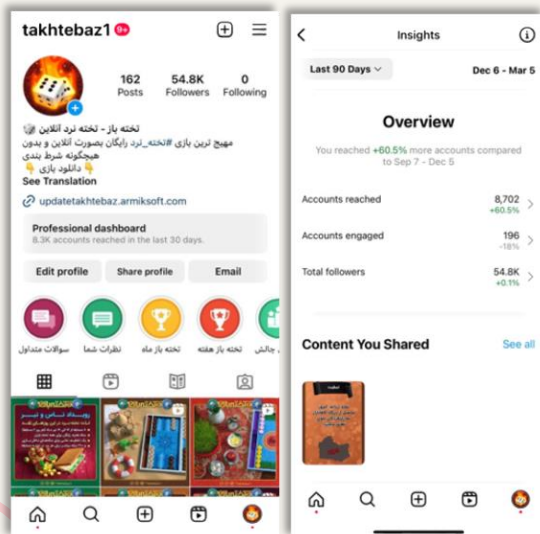
Local version:

https://play.google.com/store/apps/details?id=com.armiksoft.backgammon&hl=fa_ir

Based on the action that was provided on my side, and as a teamwork on this project:

In this section, you'll find the official Instagram page and Telegram channels for the game that I have been working as customer service on. As a social media manager and customer service representative, I have been responsible for managing and engaging with the game's online community, providing timely and helpful responses to player inquiries and feedback, and developing and executing social media campaigns to increase the game's visibility and engagement. In this section, you'll see some examples of the content I have created, as well as some of the engagement and growth metrics that demonstrate the success of my efforts.

Instagram



Telegram



My tasks at SavaArman

In addition to my experience in the gaming industry, I have also worked on a travel agency project that involved the development of an online reservation platform. Although the project was not ultimately published and sold as a whole, I gained valuable experience and developed important skills during my time working on it. In this section, I will provide details on my contributions to the project and the various tasks I performed, including but not limited to market research, content creation, and customer feedback analysis.

My main tasks for this project :

- Gathering information from foreign websites and localizing ideas to conduct a perfect guideline for the developers in order to get the best result of implantation.
- Checking all the performed demos and testing features in order to get the best result based on the needs of the users.
- Offering developers with samples of each feature so they have a more vivid idea of what they are conducting.
- Explaining and describing the project ideas in order to get the best performance.

Talents	Interests	Skills
Language learning Fast learning Cooking Classical guitar Gaming Idea generating Photography	Eco-living Nature & Environment Travel Crypto enthusiast Writing Digital Illustration	Multitasking Teamwork Creativity Problem Solving User/Customer Understanding Active Listening Eager to learn Content writing



Languages

15/100

Italian

minimum working
proficiency

20/100

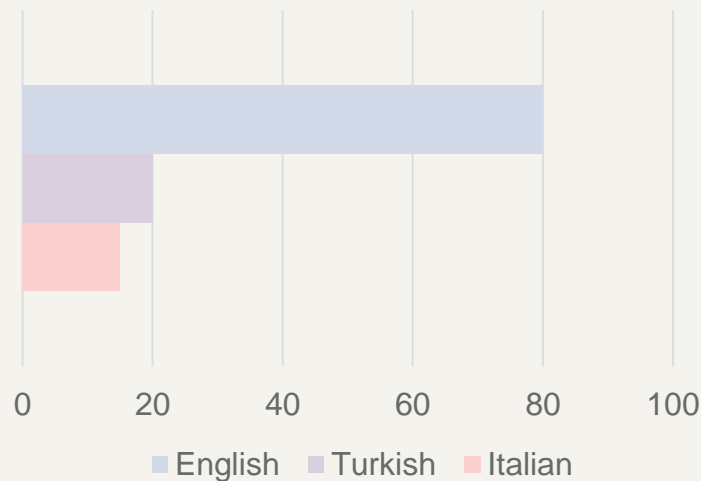
Turkish

minimum working
proficiency

80/100

English

Advanced



Thank You!

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