

# Vyacheslav Konchits

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Kraków, Poland

I lead the player-facing side of live-service games: community, creator programs, player support, and localization. Current scope: Cut the Rope and Bullet Echo at ZeptoLab, leading a cross-functional team. Before mobile: six years in the Steam ecosystem.

## Experience



**Feb 2022 - present**  
ZeptoLab  
Poland

### Head of Support, Community & Localization

Own everything player-facing for Cut the Rope and Bullet Echo (competitive PvP, Google Play's Best Competitive Game 2020): community, creator program & partnerships, player support, SMM, localization in 17 languages. Built the function: scope, processes, tooling. Team of 8 (peak 15); hired 10+, made the exit calls. Earlier: ran 4 titles in parallel.

#### COMMUNITY

- Grew communities to 200k+ — organic, zero ad spend, across Discord, Telegram, Reddit, YouTube and social.
- Own volunteer moderation on Discord, Reddit, Telegram: standards and escalation routes; community tournaments (prize support), AMAs, playtests.
- Led incident response: cheating scandals, leaks, the Bullet Echo India (Krafton) shutdown.
- Ran a Slavic-fantasy liveops event set in Poland — beat prior events on revenue.

#### PLAYER SUPPORT

- Cut repetitive support volume ~30% at 4.5+/5 CSAT via Helpshift automations and an LLM assistant drafting agent responses.
- Wrote the compensation, refund, and ban policies still in use; support lead owns daily ops, KPIs, coaching.
- Automated review monitoring and crash/ANR checks (ZeptoVitals); own release readiness. When cheating spiked, dug into the modded builds myself — that investigation led to anti-cheat updates on both stores.

#### CONTENT & CREATIVE

- A feedback pipeline (Telegram bot → web UI → AI sentiment summaries) drives backlog priorities; community health tracked via retention, active-participant share, sentiment, code redemptions.
- Hero reveal trailers (scripts, creative direction), art direction for social content, cosmetic and skin names, named updates, store What's New.
- Designed and ran the Sterling's Quest ARG — a hero reveal as a live community investigation across a hidden website, ciphers, music, and promo codes: +15% DAU, +12% session length, a 170+ page player-written log, and ARG-created names that shipped as in-game content.

#### CREATORS & PARTNERSHIPS

- Rebuilt the creator program for YouTube, Twitch + a TikTok pilot: tiering, selection, onboarding, code attribution; active creators 5→23, no paid sourcing.
- Own partner relations: Nexus (contract due diligence), TikTok, Google, Apple, Bandai Namco — ran a Ghost in the Shell: SAC\_2045 IP collab.
- Built CommunityXP Hub (analytics, tiering, rewards, churn prediction): creator ops 2 days/month → ~2 hours.

#### LOCALIZATION

- Cut costs 20-30% across 17 languages: vendor management + LinguoLab community translation, no dedicated loc team.
- Amplitude analysis drove adding Polish localization and cutting underperforming languages.



Mar 2021 - Feb 2022  
ZeptoLab

### Support Team Lead

- Led the support team: daily KPIs, workload balancing, coaching, monthly QA.
- Shipped Helpshift automations that cut repetitive work and sped up responses.
- Owned release readiness: briefs, FAQ updates, agent training for every feature launch.
- Monitored reviews and trends; routed insights to product and community teams.
- Participated in hiring: sourcing, screening, interviews.



Dec 2018 - May 2021  
ZeptoLab  
Remote position

### Senior Player Support Lead and Customer Engagement Specialist

- Ran VIP/paying-user support with a ≤12h first-response target; maintained 4.6+/5 monthly CSAT.
- Set and tracked team KPIs; ran ticket QA and built playbooks for non-standard cases.
- Trained and onboarded new agents; reviewed technical tasks during hiring.



Oct 2016 - Dec 2018  
ZeptoLab  
Remote position

### Senior Customer and Community Specialist

Player support for King of Thieves, Cut the Rope, and C.A.T.S.; community manager for C.A.T.S. (RU).

- Investigated issues via game logs and JSON profiles; restored player progress and data.
- Built and ran the RU community across VK, YouTube, Twitter, and Facebook.
- Produced weekly video content (Premiere Pro), community artwork, and official C.A.T.S. streams.
- Maintained EN/RU FAQs that reduced repeat tickets.

Jan 2017 - Apr 2017  
Icebird Studios GmbH  
Remote position

### Localization and Community Manager

Ran the Russian Steam community for the studio's titles, localized store pages and press kits, and handled RU press and streamer outreach.



Jan 2011 - Oct 2016  
Valve (volunteer)  
Remote position

### Russian Steam Community Manager Volunteer

Built and ran the largest Russian-language Steam community on VK — 450k followers at handover to gaming media outlet DTF in October 2016.

- Published content daily for 6 years straight (2,190 consecutive days) — news, guides, original articles, competitions.
- Wrote Russian Steam guides — refunds, sales, support, account security — still live a decade later: 280k+ unique visitors, 8,000+ ratings.
- Moderated and translated official Steam localization for Steam, Dota 2, Team Fortress 2, and CS:GO on the Steam Translation Server team.
- Provided technical help to Steam users and supported indie devs through Greenlight.

May 2016 - Jul 2016  
Space Ape Games  
Remote position

### Localization and Customer Service Specialist

RU localization and player support.

Skills

- Community Marketing
- Strategic Marketing Management
- Community Growth Strategy
- Creator Programs & Partnerships
- IP Collaborations & Licensor Comms
- Player Support Operations
- Incident Response
- Moderation & Safety
- Localization Management
- Live-Service Games
- Steam / PC Audience
- Team Hiring & Coaching
- Community Health Metrics
- Product Analytics
- Creative Direction
- Video Production
- Amplitude
- Helpshift
- LLM Automation
- FastAPI
- React
- PostgreSQL
- Redis
- Node.js
- Python
- Premiere Pro
- After Effects

Languages

Russian  
Native or bilingual

English  
Full professional

Polish  
Limited working

Ukrainian  
Elementary

Education

Saint Petersburg Polytechnic College  
Computer Programming · Sep 2012 - Jun 2016