Olga Alexeeva

Head of Product and Producer · Creative tech, gamedev, VFX and immersive studios, story platforms

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SUMMARY

I build products where stories get made, told and lived: for 18 years, most recently as Head of Product at Bookmate (13M users) and at written.app, the creator economy reader-to-author platform I co-founded (0 → 40k+ users). **Creative production and community management:** book launches, including a debut novel later picked up by Penguin Random House, *Haunts* by Mateo García Elizondo (36 stories in English and Spanish) and a zine by Magali Ortega (Nena Monstruo, 1.4M TikTok followers), and live events such as a two-language horror contest that brought in ~300 new authors. I drove communities of creators and alpha users, including an author Discord (0 → 500 members). **Creator economy and monetization** at Written: editions, a resale market with author royalties, up to 90% on direct sales, donations and an in-app currency in progress. **Technical product management:** an engineer by education, I led the data and dev teams behind story discovery: a recommendation algorithm that took Bookmate's retention to ~80% and brought ~10% of the user base back to reading. Before that, I built a product function from scratch (launching integrations that added ~$47K in monthly revenue along the way) and fully remastered existing products (one made order preparation 50% faster). I build AI agents, tools and MCP servers, and I'm building a TouchDesigner practice focused on interactive worlds that respond to people.

SKILLS

Product strategy · Technical product management · Creator economy and monetization · Live events and community · Producing · Gamification · Recommender systems and ML · AI and agentic engineering (AI agents, MCP servers, Claude skills) · Data analysis (Python, SQL) · TouchDesigner · Unreal Engine (learning)

EXPERIENCE

written.app · Head of Product · Feb 2024 – Present · Remote
Co-founded Written and lead its product: a creator economy reader-to-author platform where authors earn up to 90% of each sale, and readers collect and resell limited editions. From zero to open beta in mid-2025; now 40k+ users, 18k+ authors, 4.5k+ books and $800k+ in sales and resales.

- **Creator economy:** shipped the open beta MVP around a model I designed as part of the founding team: limited and unlimited editions, a resale market with a 20% author royalty, up to 90% royalties on direct sales, instant payouts, donations for fanfiction authors
- **Live events (producer):** Written in the Dark (2026), a horror short-story contest in English and Spanish: ~520 entries from ~300 authors, almost all new. Shipped instant author onboarding and 3-click publishing, the "free book" feature and reader voting. Also WriNoWriMo, a writing month on Discord (400k+ words, no marketing)
- **Growth and community:** author sign-ups from ~10 to 1,000–2,000 a month (simpler registration, my own author prospecting); the author Discord from zero to ~500 members with no community manager; community feedback reshaped our book metadata and wallet sign-up
- **Creative production:** producer for about a dozen book launches, including *Haunts* by Mateo García Elizondo (36 stories in English and Spanish) and a zine by Magali Ortega (Nena Monstruo, 1.4M TikTok followers); also covers, book trailers and the product demo video (my script, a hired actor)
- **Story tools:** built an AI agent that helps the contest jury with the first read, mapping story structure, craft and integrity
- **Team:** lead a cross-functional team of 20+ (backend, frontend, iOS, Android, analytics, QA, DevOps, support); own the tech budget and the technical partnerships (Stripe, Coinflow, Turnkey, ElevenLabs)

Bookmate · Head of Product · Jan 2022 – Feb 2024 · Remote
Subscription reading app with 13M users, 2M+ books and 20k+ publisher partners across Latin America, Northern Europe and the Balkans. Joined as Head of Product; became Managing Director in mid-2023, with engineering, data and analytics, QA, support and user communications added to product (~70% of operations, 13 direct reports, reporting to the CEO).

- **Story discovery:** redesigned the recommendation algorithm (60% the reader's own taste, 20% something new, 20% what paying readers love) and built it into the end of every book, book pages and the cancellation flow. Retention rose to ~80%, and ~10% of the user base, subscribers who had paid without reading for years, became active readers again
- **Game design in a reading app:** built and launched an achievements program that rewarded reading, part of the same engagement work
- **Originals:** produced about a dozen launches, including Paola Carola's debut novel *El mar está lleno de medusas* (digital and audio, 2022): thousands subscribed because of it, and it later came out in print with Penguin Random House (Grijalbo)

- **Retention and pricing:** at least two-thirds of readers who started to cancel stayed after seeing their recommendations; ML churn prediction with targeted offers cut churn by 5%; pricing experiments lifted conversion and engagement by ~4%

Earlier career (2008–2022)

- **Independent Product Consultant** (2019–2022): helped launch winAutopilote at winPharma, automated ordering for pharmacies (saves up to 8 hours a week per pharmacy); studied UX/UI and computer graphics, the start of my creative practice
- **Lamoda · Product Development Lead** (2018–2019): built the product function for logistics IT from scratch and led 4 PMs; brought several departments together to launch a premium delivery line with its own packaging, tracking and automation; a delivery-partner integration added ~$47K in monthly revenue
- **Home Credit Bank · Senior Product Manager** (2017–2018) · **Netcracker · Technical Manager** (2016–2017)
- **winPharma · System Analyst → Product Manager** (2008–2016): grew from analyst to product owner; relaunched winpharmacie.com and rebuilt winTeam (a social network for pharmacies, with chat and group orders) almost from scratch, with a community of 300–400 pharmacist alpha testers

MAKING

- **TouchDesigner:** certified (Operation Foundations, 2025); building a practice as Gaia Engineer, focused on interactive worlds that respond to people. Next: HQ PRO Python and Unreal Engine certificates (2027)
- **Tools I've built** (github.com/gaiaengineer): Claude skills that read manuscripts for story structure, an in-browser book editor with EPUB export (built in a single day), a lightweight analytics stack; in house at Written, an AI tool that turns manuscripts into EPUB files
- **Writing:** *Thou Who Travelest By Air*, a sci-fi horror novella published on Written under the pen name INKY (2025): ~50 copies sold with no marketing; a free second edition shaped by readers is in progress
- **Narrative games:** a small branching game in Twine, made on a narrative design course (English version coming)

EDUCATION, CERTIFICATIONS, LANGUAGES

- **MSc in Information Technologies** (cybernetics, signal processing), National Research Nuclear University MEPhI, 2016 · **Specialist degree in Documentation and Technotronic Archives**, Russian State University for the Humanities, 2009
- **Certifications:** TouchDesigner Operation Foundations (The Interactive & Immersive HQ, 2025) · altMBA (2025) · Certified Agile Professional (ICAgile, 2013)
- **Languages:** English C2 · French C1 · Japanese JLPT N3, certified (N2 in progress) · Italian B1 · Spanish B1