

Michelle Waite

Myrtle Beach, SC • Email: michelle@michellew.io • Portfolio: michellew.io • LinkedIn: [llinkedin.com/in/michelle-waite/](https://www.linkedin.com/in/michelle-waite/) • Phone: (315) 527-9483 • GitHub: pharmermichelle

LiveOps Specialist | Game Operations | Player Experience

LiveOps and community operations professional with 5+ years executing live events, campaigns, and engagement systems in gaming environments. Experienced in running recurring event cadences, validating releases with QA, monitoring live issues, and optimizing player experience through data-informed iteration. Proven impact driving DAU growth (up to 6x) and retention (+20%) through structured LiveOps programs and cross-functional collaboration with product, QA, and engineering teams.

Core Skills

LiveOps & Campaign Execution: Event scheduling, cadence design, and execution, In-game messaging, announcements, and player communication, Offer timing, engagement loops, and retention systems

QA & Release Validation: Bug reproduction and validation workflows, Pre-release testing coordination with QA, Monitoring live issues and triaging fixes

Player Experience & Engagement: DAU, retention, and engagement optimization, Community sentiment tracking and feedback loops, Customer-first communication strategy

Data & Experimentation: A/B testing mindset and campaign iteration, KPI tracking (DAU, retention, participation rates), Excel/Sheets (PivotTables, XLOOKUP)

Tools & Technical: Discord, Jira, Confluence, Notion, Slack, HTML/CSS/JavaScript, JSON systems, Live content tools, OBS, CapCut

Professional Experience

Interim Product Manager & Junior Game Designer

Gala Games (Town Star) | Full-Time, Remote | Jun 2020 – Dec 2024

- Executed recurring LiveOps campaigns and events that increased DAU up to 6x and improved retention by +20%
- Owned event cadence planning, timing, and player communication across Discord, social, and in-game messaging
- Coordinated with QA and engineering to test features pre-release, validate fixes, and ensure stable launches
- Monitored live events and rapidly investigated issues, communicating updates and workarounds to players
- Designed engagement loops including competitions, rewards, and limited-time events tied to gameplay systems
- Managed high-volume player communication channels, ensuring clarity, segmentation, and strong player experience
- Translated player feedback into actionable improvements for product, economy, and event design
- Collaborated cross-functionally with Product, QA, Art, and Engineering teams on releases and live events
- Built SOPs, playbooks, and documentation to improve consistency and reduce operational errors

Customer Success Consultant (Contract)

Opsgility (Microsoft Training Partner) | Remote | May 2025 – Jun 2025

- Supported onboarding, troubleshooting, and live session delivery for SaaS clients

- Built structured playbooks and workflows that reduced onboarding time by ~30%
- Improved customer satisfaction (CSAT) by +133% through clear communication and issue ownership
- Coordinated across teams to ensure smooth execution of live training events

AI Data Quality Reviewer (Contract)

Outlier.ai | Int Feb 2024 – Present

- Evaluated outputs using structured frameworks, identifying inconsistencies and edge cases
- Applied logical problem-solving to improve quality and reliability of systems
- Maintained precision in high-volume review workflows

Independent Product & Web App Builder

Freelance (EcoActiators, Southern Layers 3D, Boomcloud Audio, etc) | 2024 – Present

- Designed and built interactive web-based systems including:
- Multi-screen live event display platform with custom admin controls
- JSON-driven dashboards for updating standings, schedules, and real-time content
- Interactive game prototypes exploring UX feedback loops and engagement mechanics
- Focused on clean interface structure, intuitive workflows, and usability under live constraints.
- Translated abstract product ideas into responsive front-end implementations.

Selected Projects

ScreenTology – Live Event Display System

- Built and operated a real-time display system used during live hockey games
- Managed live updates including scores, messaging, and event states
- Designed admin tools for rapid content updates and event control
- Troubleshoot live issues in real time during events

Interactive Game & Tool Development

- Built JavaScript-based games and systems focused on event triggers and feedback loops
- Designed admin panels and dashboards for managing live content
- Applied LiveOps principles to engagement and retention systems

Case Studies:(Gala Games): <https://www.michellew.io/live-ops>

- Coffee Craze – NFT utility design, tiered monetization, event-to-revenue strategy
- Daily Reward System – Retention loop optimization & participation cadence
- Seasonal Event Series – Competitive pacing & engagement structuring

Education

- **Bachelor's of Science, Pharmaceutical Sciences** | Albany College of Pharmacy and Health Sciences | Albany, NY | 2011

Certifications & Training

- SheCodes | Junior Developer Bootcamp
- IBM: Artificial Intelligence Fundamentals
- Microsoft: Generative AI with Copilot
- LinkedIn Learning: SQL Essentials, Project Management, and Marketing coursework.
- Project Management Institute: Project Management - Healthcare Projects, Projects Management Foundations