

Shebuel Rey B. Aritalia

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WORK EXPERIENCE

[Fishbump Games](#)

Generalist Game Developer & Founder

January. 2023 – Present

Davao City, Philippines

- Built core gameplay systems, UI/UX, prototypes, and performance optimizations using Unity and C#.
- Integrated Steamworks.NET API features including leaderboards, achievements, and Steam Cloud.
- Handled marketing efforts including social media content creation, influencer outreach, trend and market research, and store page setup.
- **Notable Release:** [Roguenarok](#) – a single-player MOBA-inspired action roguelite and bullet-heaven game where players control a Viking dinosaur in fast-paced, ability-based combat.
- **Other Release:** [Cat War Z](#) – a single-player SHMUP roguelite about a cat astronomer on a mission to escape an island overrun by zombie felines.
- **Ideation, Project Management:**
 - **Stack:** Unity (2D & 3D), C#, SQLite, Steamworks.NET, Adobe Illustrator, Affinity Designer, Aseprite, Git, GitHub, Trello, Figma, Notion, Canva, OBS, CapCut, Discord, Visual Studio, Android Build Support, Unity Analytics

[Magnificent 28 Gowns & Barong Rental](#)

General Manager & Co-founder

December. 2023 – Present

Davao City, Philippines

- Oversee daily operations including customer service, bookings, inventory tracking, supplier coordination, financial operations, and staff management.
- Develop and execute business growth strategies, branding, and seasonal promotions for formal wear rentals.
- Planned and launched Facebook Ads campaigns that drove consistent inquiries and increased monthly bookings.
- **Notable Achievement:**
 - Successfully gained and maintained a **5-star rating on both Google Reviews and Facebook**
 - **Implemented** streamlined booking processes using inquiry forms and calendar scheduling.
 - **Created traditional marketing strategies** for specific customer segments (e.g., debutantes, prom-goers, wedding parties) through word-of-mouth referrals, printed flyers, localized promotions, and partnerships with event suppliers.
 - **Sponsored** “GODS & GODDESSES: An Egyptian Inspired Fashion Show” held at Vista Mall Davao
- Designed ad creatives, promotional videos, and social media content using Canva and CapCut to align with brand messaging.
- Conducted market research and competitive analysis to better position services in the local rental and events industry.
- Engaged with leads and clients via Facebook Messenger, SMS, and in-store consultations to drive high-conversion interactions.
- **Tools & Platforms:** Facebook Ads Manager, Canva, CapCut, Meta Business Suite, Google Sheets, Google Forms, Trello, Messenger, GCash

[iQor Davao](#)

Seasonal Customer Service Representative

November, 2022 – January, 2023

Davao City, Philippines

- Handled inbound and outbound customer inquiries for 1-800-Flowers via voice, providing product information, resolving issues, and processing orders.
- Addressed customer concerns related to order status, deliveries, refunds, and product substitutions, ensuring timely and accurate resolutions.
- Assisted in sales during peak times, upselling products and services to meet team targets, particularly when teammates were unavailable.
- Consistently achieved performance metrics, including customer satisfaction and response times.

EDUCATION

STI College Davao

IT in Mobile App and Web Development

July, 2022

Davao City, Philippines

- **GPA: 1.25** with High Academic Excellence Award

STI College Davao

Bachelor of Science in Computer Science (BSCS)

July, 2022 – June, 2023

Davao City, Philippines

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:**

- Certificate of Appreciation from Bella Spire Academy for sponsoring their “Gods & Goddesses: An Egyptian Inspired Fashion Show” through Magnificent 28 Gowns & Barong Rental.

- **Technologies:** Unity (2D & 3D), C#, Facebook Ads Manager, Google Ads, Affinity Designer & Adobe Illustrator, Canva & CapCut, Meta Business Suite, Google Sheets & Google Forms, Trello
- **Skills** Game Development (2D & 3D), Strategic Marketing & Campaign Management, Customer Service & Client Relations, Social Media Content Creation & Engagement, Branding & Market Positioning, Project Management, Financial Planning & Budgeting
- **Interests:** Super loved Courage the Cowardly Dog & House M.D, Hiking, Trail Running, Biking, Swimming, Binge watching documentaries (any kind), and helping stray dogs & cats