Cover Letter

September 3, 2026

Hiring Team

Garena — Strategy & Operations Program

Ho Chi Minh City, Vietnam

Dear Hiring Team,

I'm applying for the Strategy & Operations role because it's the rare program built for exactly what I want to do next: get put on real, high-stakes problems in a gaming business at scale and be judged on outcomes, not tenure.

For the past year and a half at LECO Studio, I've run production end-to-end for a portfolio of live Roblox titles — 9M+ visits, 13K peak concurrent players — which means I've already been doing, in miniature, what this role scales up: taking ambiguous goals, breaking them into a structured execution plan, coordinating people who don't report to me, and being accountable when the numbers move (or don't). I run our Scrum cycles and manage schedule risk across several concurrent projects, and I'm the one translating between engineers, designers, and external partners — including Garena, whom I coordinate with directly as a partner on our titles today.

What I bring beyond execution is a genuine, structured relationship with the data behind a game's success. I use DAU/MAU, retention, and funnel drop-off to decide what seasonal events or features actually move engagement and revenue, and I write GDDs and specs that turn that analysis into something a cross-functional team can build against. Turning a messy problem into a clear, data-backed plan is exactly the kind of logical, structured thinking this role asks for.

I'm also, honestly, a gamer first — the reason I ended up producing games instead of just playing them is that I couldn't stop thinking about why certain mechanics kept players around and others didn't. I'd rather be the person shaping that experience for millions of players than just discussing it from the outside, which is why a program that rotates me across game operations, player experience, and marketing — instead of keeping me in one lane — is genuinely exciting rather than intimidating.

I understand this program is built for early-career, high-potential candidates, and while I already carry a producer title, I'm looking for exactly what you describe: real ownership, direct mentorship from senior leaders, and the chance to build a holistic view of how a games business runs at scale — starting from the ground up wherever that's needed.

I'd welcome the opportunity to discuss how I can contribute. I can be reached at phamlequynhanh03@gmail.com or 0907 479 788. Thank you for your time and consideration.

Sincerely,

Phạm Lê Quỳnh Anh (Kelly)

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Ho Chi Minh City | phamlequynhanh03@gmail.com | 0907 479 788

PROFILE

Game producer and technical project manager with end-to-end ownership of live Roblox product areas (9M+ visits, 13K peak CCU across a live portfolio). Bachelor of Information Technology (RMIT) graduate with a track record of structured, data-driven problem-solving, cross-functional coordination, and confident bilingual (Vietnamese/English) communication. A lifelong gamer with a builder's mindset — driven to shape how players experience games, not just play them.

EDUCATION

RMIT International University Vietnam *Oct 2021 – 2026*

Bachelor of Information Technology

- Web and App Development, Agile Methodology, Scrum, Technical Writing
- Artificial Intelligence and Machine Learning

WORK EXPERIENCE

LECO Studio *Jan 2025 – Present*

Project Manager / Game Producer

Production & Project Management

- Own end-to-end execution for a portfolio of live Roblox titles (9M+ visits, 13K peak CCU) — planning, cross-functional coordination, problem-solving, and performance tracking, from kickoff through live results.
- Run weekly Scrum cycles (sprint planning, stand-ups, backlog grooming) across Asana/Trello/Jira, breaking ambiguous problems into clear, trackable execution plans.
- Proactively surface schedule risks and dependencies across concurrent projects, driving mitigation that protects quality and deadlines.
- Manage external partner relationships (Unilever, Smokestack) through confident, bilingual stakeholder communication.

Product, Design & Research

- Drive LiveOps for Sky Harvest, Anime Raid, and Restaurant Town — using player data (DAU/MAU, retention, funnel drop-off) to design seasonal events and features that grow engagement and revenue.
- Author GDDs and specs grounded in structured analysis of gameplay mechanics, market trends, and player behavior data to guide production and monetization decisions.
- Conduct ongoing R&D on player experience and market trends, translating findings into actionable recommendations for leadership.

NAB Vietnam *Oct 2024 – Jan 2025*

Software Engineer Apprentice

- Completed a 3-month engineering apprenticeship at NAB's technology center within an Agile delivery team.
- Took part in sprint ceremonies alongside product and engineering, building a practitioner's view of how software gets built, reviewed, and shipped — the same lens now applied to prioritizing engineering trade-offs as a PM.

SELECTED GAME PORTFOLIO

- **Anime Raid** — Project Manager — 7M visits | 13K peak CCU (Live)
- **ChupChups Paradise Land** — Project Manager — 1.3M+ visits | 2K peak CCU (Closed)
- **Sky Harvest —** Game Producer / Project Manager — 100K+ visits (Live)
- **Retro Paintball** — Project Manager - 150K+ Visit (Live)
- **Restaurant Town** — Game Producer / Project Manager — 65K visits | 200 peak CCU (Live)

SKILLS & INTERESTS

Product & Delivery: Roadmapping, Backlog Management, Agile/Scrum, Sprint Planning, Risk & Dependency Management, LiveOps

Data & Analytics: Player/Product Analytics, Retention & Monetization Analysis, Data-Informed Decision-Making

Cross-Functional & Stakeholder: Engineering & Design Collaboration, Partner Management, Bilingual (Vietnamese/English) Communication

Tools: Jira, Asana, Notion, GameAnalytics, Roblox Studio, MS Office

Technical Foundation: ReactJS, Lua, Node.js, JavaScript