

# Mariah Fiby Clado

SALES REPRESENTATIVE • OPERATIONS • GAME DEVELOPER

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## PROFILE

Sales professional with a record of ~\$379K in attributed direct sales, account retention, and CRM pipeline work, paired with hands-on product and game-development experience. Co-founder and operator of STS Studio, where I lead environment and technical art, product management, partnerships, and community. I work best where commercial instinct meets building — close enough to the customer to know what matters, technical enough to go and make it.

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## WORK EXPERIENCE

### Manager & Game Developer (side venture) — STS Studio2026 – Present

Co-run a two-person game studio building products across Roblox and Minecraft.

- Lead map and environment development for STS Avenue RP, modelling in Blender and scripting gameplay systems in Lua inside Roblox Studio.
- Built a repeatable Blender-to-Roblox pipeline that brings multi-million-triangle architectural models under Roblox's 10,000-triangle-per-mesh limit without blanket decimation, using material separation, spatial chunking, and Python automation.
- Manage the product side of Nexus Launcher, a cross-platform Minecraft launcher, including three partnered servers and a hosting partner.
- Own partnerships, Discord community management, short-form marketing content, and studio operations (roadmaps, SOPs, launch planning).

### Sales Representative — CSO Management2024 – 2026

- Closed approximately \$379K in attributed sales through direct, personalized customer engagement in a high-volume digital sales environment.
- Carried a personal book of accounts end to end — outreach, discovery, qualifying, objection handling, closing, and follow-up.
- Ran the full pipeline through CRM, keeping conversations personalized at scale while driving repeat purchases and account retention.
- Iterated on openers, offers, and objection responses to lift close rate over time.

### Encoder — New Wave Infotech Limited2024

- Processed and organized records at volume against tight turnaround targets, where accuracy was the core measure of the role.

### Chat Moderator — Cloudworkers · Freelance2021 – 2023

- Moderated live chat for an international platform across long, high-volume shifts, holding tone and community standards under constant load.
- Judged what needed escalating and maintained conversation quality at scale.

### Business Assistant — Family-owned retail business2020 – 2021

- Supported daily operations and front-line customer contact: scheduling, records, order coordination, and walk-in sales.

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## SELECTED PROJECTS — STS STUDIO

### STS Avenue RP — Roblox social roleplay city (in development)

A full social roleplay world — plaza, amusement park, cinema, library, stadium, lagoon, boardwalk, and beachfront — with its own in-game phone. Led the map and environment build, mesh optimization pipeline, and in-engine systems (escalators,

live jumbotron camera feed, day/night lighting cycle, avatar-scale enforcement). Audited free-marketplace assets and removed hidden backdoor scripts before they reached a live place.

**Nexus Launcher** — Cross-platform Minecraft launcher (beta)

A custom launcher solving cross-platform Minecraft access for Windows and macOS, addressing the lack of a native macOS Bedrock release. Owned the product and UI/UX side; grew it into an ecosystem with three partnered servers and a hosting partner. Built with Figma, React, and Electron.

**STS Studio CRM** — Internal community CRM (in build)

A self-contained web app consolidating a unified multi-platform inbox, player profiles, live game status, marketing, and analytics — built so a two-person team can operate like a bigger one.

## SKILLS & COMPETENCIES

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**Sales & Accounts** Prospecting · Discovery · Objection handling · Closing · Upselling · Pipeline & CRM · Account retention · Follow-up cadence

**Product & Operations** Product management · Roadmapping · SOPs & documentation · Scope definition · Partnership coordination · Launch planning

**Web & Development** React · JavaScript · HTML & CSS · Python · Electron · Dashboards & internal tools

**Game & 3D** Roblox Studio · Luau scripting · Blender modelling · Blender-to-Roblox pipelines · Mesh optimization · Scene lighting

**Community & Comms** Discord setup & moderation · Onboarding & verification · Event planning · Member engagement · Short-form video marketing

**AI & Technology** AI-assisted workflows · Automation · Productivity systems

## TOOLS

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Blender · Roblox Studio · WPS Office · Discord · CapCut · Claude · ChatGPT · Grok · Tripo AI · Notion · Canva · TikTok · AdsPower

## LANGUAGES

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**English** Fluent

**Filipino** Native