



MICHAEL ANDERSON

Senior E-Sports Operations Manager

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SUMMARY

Dynamic and results-oriented E-Sports Operations Manager with over a decade of experience in orchestrating the operational frameworks that underpin competitive gaming environments. Expertise in cultivating strategic partnerships, enhancing player experiences, and optimizing event logistics to drive engagement and revenue generation. Proven track record of utilizing data analytics to inform decision-making and improve operational efficiencies.

WORK EXPERIENCE

Senior E-Sports Operations Manager Global Gaming League

Jan 2023 - Present

- Developed and executed strategic operational plans for premier e-sports tournaments.
- Managed a budget exceeding \$5 million, ensuring financial accountability and resource optimization.
- Established partnerships with leading gaming brands to enhance sponsorship opportunities.
- Implemented data-driven strategies to improve player retention and audience engagement.
- Oversaw logistics for international events, coordinating with multiple stakeholders.
- Led a team of 25 professionals, fostering a culture of high performance and collaboration.

E-Sports Operations Coordinator Digital Arena

Jan 2020 - Dec 2022

- Assisted in the planning and execution of over 30 e-sports events annually.
- Coordinated with marketing teams to launch promotional campaigns that increased viewership by 40%.
- Utilized project management software to streamline event planning processes.
- Conducted post-event analysis to assess performance metrics and areas for improvement.
- Managed vendor relationships to ensure quality service delivery at events.
- Supported player management initiatives, including recruitment and training programs.

EDUCATION

Bachelor of Science in Sports Management, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Event Management, Budgeting, Data Analysis, Team Leadership, Strategic Planning, Stakeholder Engagement
- **Awards/Activities:** Increased event attendance by 60% through innovative engagement strategies.
- **Awards/Activities:** Recognized as 'Best Operations Manager' at the Global E-Sports Awards 2022.
- **Awards/Activities:** Successfully launched a new sponsorship model that doubled revenue streams.
- **Languages:** English, Spanish, French