



# MICHAEL ANDERSON

## E-SPORTS EVENT MANAGER

### PROFILE

Proficient E-Sports Operations Manager with a robust background in managing high-stakes gaming events and team operations. Possesses extensive knowledge of the e-sports landscape and a demonstrated ability to enhance operational workflows through innovative solutions. Recognized for exceptional communication and negotiation skills, fostering strong relationships with sponsors, players, and stakeholders. Highly skilled in leveraging technology to streamline processes and elevate the competitive gaming experience.

### EXPERIENCE

#### E-SPORTS EVENT MANAGER

##### Elite Gaming Events

2016 - Present

- Planned and executed large-scale e-sports tournaments, attracting audiences of over 20,000 attendees.
- Collaborated with marketing teams to enhance brand visibility through targeted campaigns.
- Utilized CRM systems to manage player and sponsor relationships effectively.
- Conducted risk assessments to ensure compliance with industry regulations.
- Managed event logistics, including venue selection and vendor coordination.
- Developed comprehensive post-event reports to analyze performance and inform future strategies.

#### OPERATIONS ASSISTANT

##### Gaming Nexus

2014 - 2016

- Supported operational activities for regional e-sports competitions.
- Assisted in the development of event schedules and timelines.
- Coordinated with technical teams to ensure smooth streaming and broadcasting.
- Engaged with community stakeholders to foster local support for events.
- Maintained documentation for event processes and procedures.
- Participated in player onboarding and training sessions.

### CONTACT

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### SKILLS

- Event Planning
- Relationship Management
- Risk Assessment
- CRM Utilization
- Community Engagement
- Brand Development

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

MASTER OF BUSINESS  
ADMINISTRATION, UNIVERSITY OF  
SOUTHERN CALIFORNIA

### ACHIEVEMENTS

- Boosted sponsorship revenue by 50% through strategic partnership initiatives.
- Awarded 'Outstanding Event Coordinator' by the National E-Sports Association in 2021.
- Implemented a community outreach program that increased local participation in events.