

MICHAEL ANDERSON

E-Sports Operations Lead

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Strategic and experienced E-Sports Operations Manager with a focus on developing and executing comprehensive operational strategies within the competitive gaming sector. Demonstrates a thorough understanding of the industry landscape, with a proven ability to drive engagement and optimize event execution. Skilled in managing multi-disciplinary teams to achieve strategic objectives while ensuring operational excellence.

WORK EXPERIENCE

E-Sports Operations Lead | Digital E-Sports Network

Jan 2022 – Present

- Developed and implemented operational frameworks for major e-sports events.
- Managed a diverse team responsible for event execution and logistics.
- Utilized advanced analytics to enhance audience engagement strategies.
- Negotiated sponsorship deals that increased event funding by 40%.
- Conducted training sessions for new hires on operational best practices.
- Oversaw post-event analysis to identify areas for improvement.

E-Sports Event Manager | Pro Gaming League

Jul 2019 – Dec 2021

- Coordinated logistics for e-sports tournaments, ensuring seamless execution.
- Managed player registrations and schedules to maximize participation.
- Engaged with sponsors to enhance brand visibility during events.
- Maintained comprehensive records of event performance metrics.
- Participated in community outreach initiatives to promote events.
- Utilized feedback mechanisms to gather insights from participants and audiences.

SKILLS

Operational Strategy

Team Leadership

Audience Engagement

Sponsorship Negotiation

Training Development

Community Outreach

EDUCATION

Bachelor of Science in Sports Management

2015 – 2019

University of Texas

ACHIEVEMENTS

- Increased event profitability by 35% through strategic operational adjustments.
- Awarded 'Top E-Sports Manager' by the International E-Sports Federation in 2023.
- Successfully developed a player engagement platform that enhanced community interaction.

LANGUAGES

English

Spanish

French