

John Smith

Esports Project Manager | Global Programmes · Live Events · Team Operations

email • phone • linkedin • location

PROFILE

Esports-native project manager with 5+ years' experience delivering projects, live events and community initiatives across competitive gaming and international organisations. Combines deep knowledge of the esports ecosystem with corporate programme management experience at Amazon, leading cross-functional delivery across European markets. Experienced in partnership management, stakeholder engagement, contracts, budgets and translating strategy into structured, measurable delivery. MSc International Project Management with academic research focused on the growth and management of esports organisations.

KEY SKILLS

Esports & Live Events: Tournament production, live broadcast coordination, LAN events, charity fundraising, community management, talent and caster coordination

Project Management: Full lifecycle delivery, roadmap planning, sprint planning, backlog prioritisation, risk management, stakeholder reporting, budget management

Partnerships & Sponsorships: B2B partner management, sponsor acquisition, contract negotiation, creator outreach, influencer campaigns, brand activation

Data & Reporting: KPI tracking, attribution modelling, performance dashboards, Google Sheets, Excel, SQL, BI tools

Tools: JIRA, Wrike, monday.com, Microsoft 365, Google Workspace, CRM systems, Asana, AI tools

PROFESSIONAL EXPERIENCE

Freelance Dota 2 Team Manager

Feb 2021 - Present

Company 1

Mar 2026 - Present

- Managed the roster through qualification for the 2026 Esports World Cup and a 5th–8th place finish, securing \$70,000 in prize money and wins against GamerLegion, BetBoom Team, Xtreme Gaming and Aurora Gaming.
- Automated team scheduling, performance tracking and operational workflows using AI and Google Sheets, saving approximately 2 hours of manual work per day.
- Managed relationships across players, tournament operators and organisational stakeholders, acting as the primary point of contact for day-to-day team operations.
- Led on-site operations across international LANs and bootcamps, coordinating player logistics, schedules and tournament requirements.

Company 2

Mar 2023 - Aug 2023

- Supported sponsorship and community initiatives that increased brand visibility by up to 40% and revenue by 25%.
- Managed roster operations within an established esports organisation, coordinating players, management and tournament stakeholders.

Additional esports clients: UNiTY, Kobravex, BammySoy, FOG Esports, 11Monkeyz

Company 3

Jan 2025 - May 2026

Programme Manager

Aug 2025 - May 2026

- Led a pan-European programme targeting \$40M in projected annual savings, managing a cross-functional delivery team, producing weekly stakeholder reports, and driving a 21.7% fill-rate increase across 130+ trailers.
- Built a cost-attribution reporting framework identifying key expense drivers across EU Amazon Transportation Services flows, with a 30% cost reduction roadmap on track for end-2026.
- Translated complex operational data into prioritised recommendations and decision-ready reporting for senior stakeholders.

Project Management Intern

Jan 2025 - Jul 2025

- Saved 10+ hours per week for a 50+ stakeholder team by scoping and launching an internal content repository, cutting manual requests by 30%, owned end-to-end from brief through adoption.
- Identified communication gaps in Amazon Relay's onboarding strategy and delivered 5+ prioritised recommendations to improve carrier engagement rates.
- Delivered a brand awareness tracker integrating search lift, voice of carrier, and campaign activity signals, enabling near real-time performance optimisation across UK and EU markets.
- Developed and launched a Tetris-style game in Unity & C# at Amazon FastForward Barcelona, collecting customer insights from 150+ participants.

Company 4

Apr 2021 - Jan 2023

Head of Initiatives

Oct 2022 - Jan 2023

- Led a portfolio of esports and community initiatives end-to-end, owning scope, budgets, partner relationships, volunteer coordination and stakeholder reporting across concurrent projects.
- Delivered purpose-led gaming initiatives in collaboration with charities including Safe In Our World and British Ukrainian Aid, connecting esports communities with mental health, accessibility and charitable causes.
- Produced Into Winter's Den, a charity Valorant tournament supporting British Ukrainian Aid, managing partner brands and live production while raising \$500+.

Team Manager

Feb 2022 - Jan 2023

- Built and managed Into The Breach's UK-focused professional Dota 2 roster, overseeing player scouting, recruitment and team operations.
- Scouted grassroots UK talent and established a structured player-development environment supporting progression into professional competition.

Events Manager

Apr 2021 - Oct 2022

- Raised \$1,800+ and grew brand recognition by 25% producing the Into Valhalla charity Twitch tournament, coordinating industry partners, on-air talent, and end-to-end logistics from concept to execution.
- Delivered a diverse portfolio of live events including EGX, fundraisers, and community tournaments, managing contracts, budgets, venue logistics, and partner negotiations.

EDUCATION

MSc International Project Management

University 1

2023 - 2024

- **Top 5 nationally, APM Project Challenge (Thames Branch).** 3rd place, APM Spatium Project Simulation.
- **Dissertation:** Agile and Lean Project Management in the Growth of Esports Organisations.

BA (Hons) Esports Management

University 2

2018 - 2021

- **Final Year Project – Mineaway:** conceived, planned, and delivered a multi-game LAN esports tournament centred on Minecraft, managing cross-functional team coordination, logistics, and live event production from inception to execution.
- **Founded and led the Dota 2 society for 3 years,** managing competitive teams, securing local sponsorships, executing charity events with Special Effect and delivering 5 industry talks to 300+ attendees.