ESPORTS OPERATIONS MANAGER

Kaden Spencer “Stick”
Located - North America
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PROFESSIONAL SUMMARY

Esports Operations Manager with **6+ years of experience** owning and managing competitive esports operations across **8 amateur and semi-professional teams**. Proven track record in **team management, budgeting, tournament operations, sponsor relations, merchandising, and legal contracts**. Hands-on experience as both a **player and coach**, providing a deep understanding of competitive environments and player needs. Specialized in building sustainable esports operations while staying within budget and driving brand growth.

CORE SKILLS

- Esports Operations & Team Management
- Scrim Scheduling & Roster Management
- Tournament & League Organization
- Budgeting & Financial Planning
- Contract Drafting & Legal Business Operations
- Sponsor & Partner Relations
- Merchandising & Product Promotion
- Travel & LAN Event Planning
- Marketing & Social Media Strategy
- Player, Coach & Staff Coordination

TOOLS & PLATFORMS

Discord • Excel / Google Sheets • OBS
Stat.GG • Social Media Platforms
Contract Drafting & Documentation Tools
Budget Tracking & Financial Reporting

PROFESSIONAL EXPERIENCE

Esports Operations Manager / Owner

Independent & Organization-Based Teams
2019 – Present

- Owned and managed esports operations for **8 competitive teams** across multiple titles over **6+ years**
- Oversaw **daily operations**, including scrims, match schedules, rosters, and staff coordination
- Worked closely with **coaches and analysts** to support player development and competitive readiness
- Managed **budgets**, ensuring all operations, travel, and events stayed within financial limits
- Planned and executed **LAN event travel**, accommodations, and logistics
- Drafted and reviewed **player, coach, and sponsor contracts**, ensuring legal compliance
    - Organized and administered **tournaments and leagues**, including rule sets, scheduling, and execution
- Collaborated with **sponsors, merchandisers, and content creators** to promote teams and products
- Led **merchandising efforts**, including product planning, promotion, and sales coordination
- Supported brand growth through **marketing strategy and social media presence**

EDUCATION

International Business Management

Southeast Community College
Expected Graduation: May, 2028

Relevant Coursework:
- Business Management
- Marketing
- Accounting
- Finance
- Organizational Leadership

Player & Coach (Esports)

Multiple Teams & Titles
2018 – 2026

- Competed as a player in amateur environments
- Coached teams across multiple esports titles, focusing on strategy, teamwork, and performance
- Provided insight into player needs, team dynamics, and competitive pressure environments
- Assisted with VOD reviews, practice planning, and performance improvement

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