

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
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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**
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EDUCATION

International Business Management

Southeast Community College

Expected Graduation: May, 2028

Relevant Coursework:

- Business Management
 - Marketing
 - Accounting
 - Finance
 - Organizational Leadership
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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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