

Mark Cai

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Education

Arizona State University: W. P. Carey School of Business - Barrett, the Honors College - Tempe, Arizona
Bachelors of Science: Marketing and Computer Information Systems | GPA: 4.00

May 2022

Experience

YouTube Content Creator: 100,000 Subscribers

June 2013 - Present

- Created and grew my YouTube channel Coolmark from zero to over 100,000 subscribers over seven years by establishing a monthly content strategy to reach 5M monthly impressions.
- Forged partnerships with brands like RedMagic, ViteRamen, Herman Miller, Aukey, and my channel, increasing brand impressions by 10% quarterly via integrated partnership segments and passive branding.
- Commentated and provided analysis in 30 esports tournaments to drive 2M+ views for mobile esports in two years.

Powerspike

Esports/Influencer Partnerships Associate

December 2019 - Present

- Drove the creation, negotiation, communication, and analysis of esports partnerships with teams like Cloud9, Method, mousesports, IGC, Misfits, and Tribe Gaming to create sponsorship opportunities for over \$300K.
- Identified key partners collaboratively with engineering, marketing, and sales teams to drive \$100K in revenue.
- Was promoted within the first three months as a marketing associate after effectively managing a \$20,000 sponsorship budget for streamers and expanding inbound brand sales by 500%.

Royal Dutch Shell

June 2020 - July 2020

Marketing Brand & Comms Intern

- Working with VP-level management, created the gaming and esports marketing strategy for Shell's US Marketing team, enabling them to reduce expenses by over \$300K while improving their brand awareness in gaming by 15%.
- Consulted Shell Global Marketing on key gaming projects to identify a partner game developer studio.

Draftbuff

January 2020 - May 2020

Product Marketing Manager

- Produced Go-To-Market campaign strategy for Draftbuff's new CS:GO platform via influencer partnerships, organic social posts, and content marketing, increasing CS:GO downloads by 35% CS:GO Discord users by 25%.
- Aligned marketing and partnership collateral post launch to generate 100K CS:GO based impressions.

Omen Elite

October 2019 - March 2020

Director of Content

- Built the official streamlined onboarding process for all new members of Omen Elite.
- Developed accountability system between content creators and brands to improve successful brand deals by 25%.

Midgame

May 2019 - August 2019

Marketing and Product Development Intern

- Created and revised marketing channels for the Midgame Streamer Survey to increase response rate 50%.
 - Led outreach and negotiation for five partnerships with Midgame's GA bot, driving 25% more clicks to homepage.
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Involvement

Lead WPC 101 Instructor

August 2019 - Present

- Refined leadership skills to program goals and timelines by teaching a student success course for 20 freshmen.
- Worked 1:1 continuously with 4 students to improve their grades from the "D" level to the "A" level.

Business Ambassadors

September 2018 - Present

- Led 25+ engaging presentations about the business school to prospective students and families on campus tours.
- Established long term relationships with 3 high school students that eventually enrolled in ASU and W. P. Carey.

AdWorks - RIESTER Ad Agency

January 2020 - August 2020

- Adapted creative to engage Phoenix college students to vote in local elections via Clean Elections Committee.
 - Created new content for websites, OOH, and digital ads for the RIESTER to drive 15% growth in engagement.
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Merit Awards

National Merit Scholar | Earl & Ellen Davis Scholarship | Nelson F. Peterson Scholarship | Gary S. Clancy Scholarship | Dean's List

Skills & Interests

Mandarin (Speaking) | Java | SQL | Sony Vegas Pro | Collaboration | Running | Esports | Spicy Food | Metalcore