

Mark Cai

markcai.com | linkedin.com/in/mark-cai | youtube.com/Coolmark123

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

NVIDIA

Enterprise Influencer Relations Specialist

July 2022 - Present

- Currently building relations between NVIDIA and AI, ML, Data Center, and other enterprise content creators.

Enterprise Influencers Intern

May 2021 - August 2021

- Oversaw influencer engagements for 10 NVIDIA launches and announcements across healthcare, AI, data science, telco, game development, and other verticals to drive awareness of NVIDIA product and press announcements.
- Pitched NVIDIA's MLPerf, ISC, MWC news to 15+ influencers to win share of voice for NVIDIA social channels.
- Discovered 100+ influencers across various enterprise verticals to increase influencer database size by 20%.

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 Activision, RedMagic, ViteRamen, Herman Miller, and Aukey, 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 three years.

Powerspike

Esports/Influencer Partnerships Associate

December 2019 - January 2022

- Spearheaded the esports partnership process with orgs like Cloud9, Misfits, Golden Guardians, Method, IGC, and Tribe Gaming to create influencer partnerships from those respective orgs.
- Managed end-to-end influencer marketing campaigns with influencers like Ludwig, Mizkif, DrLupo, GassyMexican, Scump, and TeePee and brands like Bose, Verizon, Fireball, Norton, and Mavix, resulting in \$650K+ of brand deals.
- Identified key partners collaboratively with engineering, marketing, and sales to reduce campaign fill time by 5%.
- Effectively managed a \$20K sponsorship budget for streamers and expanded inbound brand sales by 500% resulting in a promotion within the first three months as a marketing associate.

Royal Dutch Shell

June 2020 - July 2020

Marketing Brand & Comms Intern

- Created the gaming and esports marketing strategy for Shell's US Marketing team in collaboration with senior leadership, enabling a reduction of expenses by over \$300K while improving brand awareness in gaming by 15%.
- Consulted Shell Global Marketing on key gaming projects to identify a partner game developer studio.

Midgame

May 2019 - August 2019

Marketing and Product Development Intern

- Created and revised marketing channels for the Midgame Content Creator Survey to increase response rate by 50%.
- Led outreach efforts for five influencer partnerships with Midgame's GA bot, increasing traffic to homepage by 25%.

Involvement

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.

Lead WPC 101 Instructor

August 2019 - May 2021

- 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.

Merit Awards

National Merit Scholar | Earl & Ellen Davis Scholarship | McCord Scholars Program | Gary S. Clancy Scholarship | Dean's List

Skills & Interests

Mandarin (Speaking) | Java | SQL | Python | HTML | CSS | Sony Vegas Pro | Adobe Photoshop | Spicy Food