

KAIRI MEECHOOVET | RESUME

Esports Coordinator and Designer

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Professional Summary

Passionate student at Cal Poly Pomona leading initiatives in collegiate Esports. Skilled in project and community & event management, graphic design, and copywriting with experience in organizing large-scale Esports/gaming events. Eager to learn and support marketing/event operations in the gaming industry.

Programs

- Figma, Google Suite, Microsoft 365

Education

Bachelors of Marketing Management - Business Administration- California State Polytechnic University, Pomona

2022 – Expected
Graduation 2026

Work Experience

Marketing Lead - Bronco Esports

September 2024 –
Present

- Directed themes and coordinated media production for large-scale in-person Esports events–FragFest–that results in 400+ attendees.
- Conceptualized and executed League of Legends-related social events such as in-houses, watch parties, and competitive tournaments, fostering community engagement in online and in-person settings.
- Designed **20** promotional graphics advertising club events that reinforced and enhanced the Bronco Esports brand identity.
- Assessed engagement from all Bronco Esports social media platforms to re-fine marketing strategies and event planning.
- Worked cross-functionally with Esports organizations like Gen. G and the marketing team, to develop creative promotional content from social events, generating tangible media that effectively boosted community engagement.
- Wrote engaging creative and informative copy for Discord announcements, Instagram, and Twitter, effectively promoting events and tournaments.

League of Legends Community Manager - Bronco Esports

February 2023 –
Present

- Led initiatives to grow the Bronco Esports League of Legends community with monthly social events/campaigns for over **150** members.
- Optimized the Bronco Esports LoL Hub Discord server by restructuring roles and redesigning sections with an aesthetically pleasing design, improving navigation for new and existing users.
- Consistently communicated efficiently with club members, participants, and attendees in-person and online helping events/campaigns run smoothly.
- Directed marketing strategies that enhanced community engagement with exclusive Discord server roles and prizes for social event/campaign participants.
- Frequently monitored and reported on competitor Esports club activities and Discord server operations identifying opportunities to improve engagement and event quality.