

Kairi Meechoovet

Los Angeles, CA ♦ Portfolio kairi.wixsite.com ♦ Email kairimeechoovet@gmail.com

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.

EDUCATION

California State Polytechnic University, Pomona

Bachelors of Business Admin., Marketing Management Opt.

GPA: 3.7

Expected Graduation:
May 2026

PROGRAMS

Figma
Microsoft 365
Google Suite
CapCut

SKILLS

Marketing
Event Planning
Concept
Creative Strategy
Graphic Design
Directing
Branding
Public Relations

INTERESTS

Video Games
Anime
Fashion
Esports

FAVORITE INDIE GAMES

Terraria
Hammerwatch
CinnaBunny

EXPERIENCE

Cal Poly Pomona Bronco Esports

Pomona, CA

Marketing Team Lead

September 2024 - Present

- ◆ Directed themes and coordinated media production for large-scale in-person Esports events—FragFest—that results in **400+** attendees.
- ◆ 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.
- ◆ 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 refine marketing strategies and event planning.

League of Legends Community Manager

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.
- ◆ Directed marketing strategies that enhanced community engagement with exclusive Discord server roles and prizes for social event/campaign participants.
- ◆ Consistently communicated efficiently with club members, participants, and attendees in-person and online helping events/campaigns run smoothly.
- ◆ Frequently monitored and reported on competitor Esports club activities and Discord server operations identifying opportunities to improve engagement and event quality.

League of Legends Team Manager

May 2024 - Present

- ◆ Collaborated with college Esports club leaders to organize scrims for player and team evaluations.
- ◆ Managed team schedules and meetings, creating informative presentations for monthly updates and tournament preparation reinforcing club objectives.