

# AJAY VARMA

## Operations Manager and Community Engagement Expert

+91-8560010046 @ imajeyverma@gmail.com <https://www.linkedin.com/in/imajeyverma> Jodhpur, India

### EXPERIENCE

#### Operations Manager

##### SkillMaster

07/2023 - Present Pune, India

Company specializes in providing skill development and management services.

- Supervised daily operations, supervising a team of 15+ members to ensure smooth workflow and timely project completion.
- Achieved a 20% increase in operational efficiency by streamlining processes and implementing new tools.
- Enhanced satisfaction by 30% by optimizing resource allocation and refining feedback systems.
- Improved inter-departmental communication, reducing project delays by 25%.

#### Talent & Ast. Operations Manager

##### Bleet Gaming

03/2022 - 06/2023 New Delhi, India

Company focuses on E-sports and competitive gaming.

- Recruited and managed over 50 E-sports talents, ensuring optimal alignment with organizational goals.
- Negotiated sponsorship deals worth INR 200 lakhs, contributing significantly to revenue growth.
- Managed event planning for competitive gaming tournaments, attended by over 5,000 participants and spectators.
- Established partnerships with industry leaders to increase brand visibility, driving a 35% boost in social media engagement.
- Implemented a talent evaluation system, reducing recruitment time by 20%.

#### Community Head

##### Esport Federation of India

01/2021 - 02/2022 New Delhi, India

Organization dedicated to the promotion and development of esports in India.

- Spearheaded community growth initiatives, increasing user engagement by 40% within a year.
- Designed and executed marketing campaigns, reaching over 50,000 participants nationwide.
- Managed and nurtured relationships with over 100 stakeholders, including players and sponsors.
- Collaborated with marketing teams to launch social media initiatives, leading to a 30% increase in follower count.
- Organized 5 large-scale esports events, boosting community membership by 25%.

#### Business Development Head

##### CarChipCare

01/2018 - 12/2020 Jodhpur, India

Company focuses on business development in automotive care.

- Increased sales revenue by 25% within six months through targeted strategic market penetration and customer retention initiatives.
- Increased client engagement efforts through targeted strategies, resulting in a 30% growth in client base.
- Led a team of 10+ employees to achieve quarterly sales goals, exceeding targets consistently.
- Identified and onboarded 3 strategic partners, enhancing service offerings.

### EDUCATION

#### B.B.A.

##### JNU

06/2014 - 04/2017 Jodhpur

### SUMMARY

I am a versatile Operations Manager and Community Engagement Expert with a strong background in talent management, e-sports, and educational technology. I excel at fostering collaborations, driving operational excellence, and aligning organizational objectives with impactful strategies. Known for enhancing operational efficiency, driving revenue growth, and boosting team productivity, I have extensive experience managing cross-functional teams and delivering measurable results under challenging timelines.

### PASSIONS

#### Photography

Engaging in photography and capturing moments in diverse environments.

#### Hiking/Walking

Enjoying long walks and hikes as a way to connect with nature.

#### Gaming

Participating in gaming both as a hobby and as a community engagement activity.

### SKILLS

#### Business Development

#### Communication

#### People Management

#### Strategic Planning

#### Brand Partnership

### KEY ACHIEVEMENTS

#### Sponsorship Acquisition and Talent Management

In Bleet Gaming, I successfully secured sponsorship agreements worth INR 200 lakhs and managed a roster of over 50 esports athletes.

#### Operational Efficiency Improvement

SkillMaster experienced a 20% increase in operational efficiency with optimization of processes.

### STRENGTHS

#### Operations Management

Expert in talent management and community building.