

Anderson Allen

Esports & Event Management Professional

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Esports & Event Management professional with a proven record of community building, large-scale event coordination, and brand partnerships. Skilled in live streaming, tournament organization, and team leadership. Demonstrated success in driving membership growth, forging sponsor relationships, and engaging campus stakeholders to create inclusive, high-impact gaming experiences.

Skills

Esports & Event Management: Community Engagement, Tournament Brackets, Streaming (OBS), Shoutcasting, Partnerships, Fundraising

Technical Tools: OBS, Discord, Twitch, Microsoft Office, Google Suite

Social Media & Communication: Instagram, YouTube, Twitch, Twitter (X), Discord

Additional Skills: Crisis Management, Team Leadership, Budget Management

Experience

Esports Consultant

University of Florida

January 2025 - Present

- Developed policies and strategic objectives for launching a state-of-the-art Esports Space tailored to community needs.
- Researched benchmark programs to guide the successful rollout of esports initiatives.

Esports Intern

University of Florida

August 2024 - December 2024

- Created and managed esports intramural tournaments, increasing participation by 400% (27 participants to 120).
- Developed marketing strategies to expand competitive gaming interest across the student body.
- Coordinated with campus recreation teams and external sponsors to fund prizes and equipment.

Brand Ambassador

University of Florida

November 2024

- Represented Gen.G at collegiate events, enhancing brand visibility and establishing connections with sponsors and partners.

Founder / President

UF Club Esports

January 2022 - December 2024

- Expanded membership by **25%** through targeted community engagement and adding new game communities.
- Oversaw major esports events, including GatorLan's streaming component, boosting event participation by **30%**.
- Raised **\$800** via sponsorships and fundraisers; managed budgets and maintained sponsor relationships.
- Represented the club at NAECAD and NACE national conventions, networking with industry leaders and securing new partnership opportunities.
- Led the club's transition to an official Sports Club, securing university-level recognition and funding

Projects

Student Union Esports Room

Spring 2022 - Present

- Served on the advisory board to balance competitive team needs with casual student gaming interests.

GatorLan

Fall 2023 - Spring 2024

- Acted as the official streaming partner for one of the largest free gaming events in the South, running brackets and broadcasts for League of Legends, Valorant, and Overwatch 2.

Education

Bachelor of Science in Computer Science

University of Florida, December 2024

Organizations: Delta Sigma Phi Fraternity, Dance Marathon, Gator Esports, Student Government Cabinet, Gator Esports