

Personal Information

Discourse ID:

[@TFG](#)

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Country of Residence:

USA

Professional Background:

WORK EXPERIENCE #1

- Kungarna - Founder & CEO Jan. 2016 – Present
- As the Founder and CEO of Kungarna since January 2016, I have played a pivotal role in transforming the company into a world-class esports and gaming entertainment brand. My journey began with the ambitious task of scaling a startup from the ground up. I steered the company's growth, focusing on key areas like business and team development, recruitment, and negotiations. This effort led to an expansion from a fledgling venture to an organization with a workforce of over 90.
- A significant part of my role involved overseeing operations, with a particular emphasis on leadership, growth, and partnerships. My strategies and efforts paid off, resulting in substantial returns on investment and revenue growth reaching seven figures across multiple fiscal years, all while consistently meeting or exceeding our key performance indicators.
- I've also been instrumental in securing lucrative partnership deals with top-tier gaming publishers and companies, contributing to 6-7 figure yearly sales. My strategic approach extended to building a robust online community. Through effective community strategies, we attracted over 2 million gamers, catapulting Kungarna to billions of views across various social media platforms. Managing our social media presence was another critical aspect of my role. I led full-time operations across platforms like YouTube, Twitter, Instagram, Discord, and Facebook.
- Content creation and management were key to our brand's success. I established and oversaw a comprehensive content management program, collaborating with hundreds of content creators and brands. This initiative also generated significant revenue, contributing to our 6-7 figure yearly sales.
- Throughout my tenure, I have negotiated and executed several partnership deals with renowned gaming entities, including FaZe Clan, HyperX, 100 Thieves, GFuel, Twitch, Studio71, YouTube, ESTV, and DXracer, among others. These partnerships have been instrumental in propelling Kungarna's growth and solidifying its position in the gaming and esports industry.

Web3 Consultant - Oct. 2021 – Present

- Since October 2021, I have worked as a Web3 Consultant, offering executive and senior-level advisory services to various crypto and web3 enterprises. My role centers around guiding these companies through the complexities of the rapidly evolving Web3 landscape.
- A key aspect of my consultancy involves steering brand development and growth strategies for my clients. This involves a hands-on approach in shaping their brand identity and positioning them for success in the competitive Web3 space. Additionally, I've played a pivotal role in executing social media strategies and Go-To-Market plans for several large-scale Web3 brands, adapting and innovating in line with the unique dynamics of this sector.
- Building and expanding global collaborations and public affairs has been another significant part of my work. I've orchestrated seamless cross-time zone interactions and integrated strategic partnerships, ensuring a global reach and impact for the brands I work with.
- One of my unique contributions in this role has been the successful merger of traditional Web2 marketing tactics with innovative Web3 approaches, driving organic growth for my clients. This blend of old and new marketing strategies has proven effective in navigating the nuanced Web3 environment.
- Furthermore, I provide advisory direction on the creation of high-impact marketing materials and content, ensuring that the messaging resonates with the target audience and aligns with the brand's objectives. My work as a Web3 Consultant reflects a deep understanding of both the technical and marketing aspects of the Web3 ecosystem, positioning me as a valuable asset to any enterprise venturing into this new and exciting digital frontier.

WORK EXPERIENCE #3

- BFC - Founder & CEO Dec. 2019 – Present
- Since December 2019, I have been at the helm of BFC as its Founder and CEO, guiding the company to become a leading provider in gaming tournaments and events. My leadership has been instrumental in steering the company's expansion, which includes evolving team dynamics, refining recruitment strategies, orchestrating negotiations, and supervising various critical operational aspects.
- A key component of my role at BFC has involved forging and nurturing relationships with prominent figures and entities in the gaming world. This has significantly amplified our brand's visibility and engagement, involving collaborations with notable names like Clix, Faze Sway, Epic Games, Mongraal, ImperialHal, EA Games, Tenz, and more. These partnerships have been pivotal in elevating BFC's position in the gaming industry.
- I also led BFC's sales team in forging key partnerships and sponsorships, driving our revenue targets. My role involved proposing innovative partnership models, upholding high partnership standards, and spearheading initiatives to boost our brand presence within the eSports community. These efforts have been integral in securing BFC's financial success and market positioning.
- Directing and leading hundreds of live events, with up to 100,000 concurrent viewers, has been another significant aspect of my role. These events have consistently captivated a global audience of gamers, featuring major gaming titles such as Fortnite, Apex Legends, Valorant, and more. Our ability to engage such a vast audience is a testament to our innovative event management and marketing strategies.
- One notable achievement has been attaining a 20.4 Viewer-to-Dollar ratio, a metric that underscores our efficiency and effectiveness in audience engagement. This achievement has set us apart, even outperforming industry giants and notable events like the \$30M Fortnite World Cup. My tenure as CEO of BFC reflects a deep understanding of the gaming industry and a proven ability to lead and grow a successful enterprise in this competitive space.
- Furthermore, I provide advisory direction on the creation of high-impact marketing materials and content, ensuring that the messaging resonates with the target audience and aligns with the brand's objectives. My work as a Web3 Consultant reflects a deep understanding of both the technical and marketing aspects of the Web3 ecosystem, positioning me as a valuable asset to any enterprise venturing into this new and exciting digital frontier.

WORK EXPERIENCE #4

- Content Creator & Pro Gamer - YouTube, Twitch, & Twitter Nov. 2013 – Present
- From November 2013 to 2023, I have been an active Content Creator and Professional Gamer under the brand TFG, a recognized name in gaming and esports. Over these years, I have built a substantial following and achieved significant milestones in the digital content space.
- One of my key achievements includes attaining a following of 1.2 million, a testament to my ability to connect and engage with audiences in the gaming community. My YouTube channel has been a major platform for my success, where I accumulated a staggering 247,298,942 total views. This milestone reflects the compelling nature and wide appeal of my content.
- I have produced 1,517 professional videos, overseeing every aspect of content creation, from strategy formulation to editing, design, and beyond. My hands-on approach ensured high-quality content that resonates with viewers, contributing to an impressive 1.4 billion minutes of watch time on YouTube.
- Negotiating channel partnerships and sponsorships has been another critical aspect of my role. These efforts resulted in collaborations with major brands, generating significant revenue in the six-figure range. This success highlights my ability to leverage my brand and audience for profitable partnerships.
- My work also involved developing effective marketing strategies that led to my content trending on several social media platforms. This not only enhanced my brand's visibility but also cemented my position as a key influencer in the gaming and esports space.
- Lastly, as a professional gamer, I have competed at high levels, showcasing my skills and passion for gaming. This experience has not only enriched my content but also provided me with a deep understanding of the gaming industry from both a creator and competitor's perspective. My journey as a Content Creator and Pro Gamer under the TFG brand reflects a blend of creativity, strategic thinking, and a deep commitment to the gaming community.

Nomination Statement

Concise statement on why you are running for the Metaverse WG Steward

I am applying for this role because I can bring substantial value to the ApeCoin DAO. My professional experience closely matches the requirements and objectives of the Metaverse Working Group role. My aim is to bridge the gap between web2 gaming and web3 gaming. I am committed to fully embracing this position and leveraging my past accomplishments in similar roles to contribute to the ApeCoin DAO's achievements in the metaverse and gaming sectors.

Motivation

Details on your motivation for becoming an ApeCoin DAO Metaverse WG Steward

My motivation for pursuing this role is deeply rooted in my passion for both the gaming and web3 industries. With my entire professional career and childhood immersed in the gaming world, I am uniquely equipped to excel in this position and contribute to elevating the ApeCoinDAO's metaverse and gaming initiatives.

A key aspiration of mine is to bridge the worlds of web3 and gaming. I aim to challenge and transform the prevailing skepticism among traditional gamers about web3 and blockchain technologies, shifting the perception from negative to positive. I am committed to leading this change. Joining the ApeCoinDAO as a steward in the metaverse working group represents a significant step towards realizing this vision, uniting my twin passions and altering the narrative for the better.

Rationale

Share relevant experience and skills that will bring value to the ApeCoin community

My experience and skills are highly relevant and valuable to the ApeCoin DAO, primarily in the areas of strategic growth, community building, marketing, and Web3 innovation.

Strategic Growth and Leadership: As the founder and CEO of Kungarna and BFC, I successfully scaled these organizations from ground-up initiatives to major industry players. This involved strategic planning, team development, and revenue growth, skills directly applicable to driving the ApeCoin DAO's objectives.

Community Building and Engagement: At the core of my success is my ability to build and nurture communities. I engineered a community strategy at Kungarna that amassed over 2 million gamers, and at BFC, I directed hundreds of live events with significant global viewership. These experiences are crucial for creating a vibrant and engaged ApeCoin community.

Marketing and Content Creation: My tenure as a content creator with a substantial following and high engagement rates demonstrates my expertise in content strategy and digital marketing. Additionally, during my time at Kungarna, I established a highly successful management program for more than 50 content creators, resulting in billions of views and generating six figures in revenue. This is essential for effectively communicating and marketing the ApeCoin DAO's vision and initiatives within metaverse and gaming.

Web3 and NFT Expertise: I am a dedicated supporter of blockchain and NFT technologies, with a substantial investment in the Yuga Labs ecosystem. Over the past two years, I have been actively involved in web3 consulting, providing guidance in marketing and gaming partnerships, helping numerous companies establish a strong presence in the web3 space. This experience has granted me a deep understanding of the dynamics within the web3 space, which is crucial for the ApeCoin DAO's emphasis on the metaverse and digital assets.

Partnerships and Negotiations: My successful negotiations and partnerships with leading gaming companies and influencers, as well as my ability to forge strong relationships in the esports and gaming industry, equip me to effectively manage and expand ApeCoin DAO's network of collaborators and partners.

In summary, my blend of strategic leadership, community engagement, marketing acumen, Web3 knowledge, and partnership-building skills uniquely positions me to contribute significantly to the ApeCoin DAO, driving its growth and success in the dynamic world of the metaverse.

Specifications

Further describe relevant experience, including crypto and governance participation, and/or ideas for DAO improvement

I possess relevant experience across various domains. Over the course of a decade, I have been actively involved in content creation for my personal brand, amassing millions of followers, and notably achieving 250 million monetized long-form YouTube views. My expertise in content creation extends to my role at Kungarna, where I have cultivated a content management program that encompasses dozens of creators, I have assisted these creators in growing their brands, resulting in millions of followers and billions of views, eventually turning their passion into full-time careers.

With proficiency in SEO, thumbnail conversion, and editing techniques aimed at increasing watch time, I am well-suited to oversee the content creation program at the ApeCoin DAO, particularly in the context of its gaming and metaverse initiatives. Additionally, as a content creator and the public face of my company, Kungarna, I frequently take the lead in managing public announcements and events, including hosting Twitter spaces, Discord gatherings, and live events. I am adept at engaging audiences, hosting podcasts, and conducting weekly affairs on behalf of the ApeCoin DAO.

My experience also extends to business development and strategy, where I have successfully managed partner relations and nurtured partnerships from inception to fruition. Leveraging my existing network within the gaming and web3 industries, I am excited about the prospect of contributing to the expansion of the ApeCoin DAO's gaming and metaverse initiatives. In my roles at Kungarna, BFC, and as a Web 3 consultant, I have overseen and led the development of various marketing

materials, encompassing art, media, and social media, and I am well-prepared to lead similar efforts for the ApeCoin DAO without any issue.

Concluding Statement

Summarize your statement as to why you are the best choice for Metaverse WG Steward

In summary, my passion for gaming and web3, combined with a comprehensive skill set in strategic growth, business development, community engagement, content creation, and partnership building, makes me the prime candidate for this role. I am committed to leveraging these skills to further ApeCoin DAO's vision and objectives in the dynamic world of the metaverse, ensuring its continued growth and success in this exciting new frontier.