# Mohit Kumar

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## EDUCATION

### PANJAB UNIVERSITY
MCA | 2019-22
Chandigarh, India
Grade: 7.59/10.00

#### EXTRA CURRICULAR
• Placement Co-Coordinator
• Startup featured in magazine

## SKILLS - GAMING

### PUBLISHING & GROWTH
• Users Growth (0 → 370,000+ pageviews)
• Revenue Growth (ads, sponsorships, partnerships)
• Global Expansion (international audiences - 20-25% US)

### COMMUNITY & ECOSYSTEM
• Esports Partnerships (IIT/NIT events, brand tie-ups)

### ANALYTICS & PERFORMANCE
• A/B Testing (content & campaign optimization)
• Monetization Metrics (ARPU, LTV, CAC tracking)
• Data Decisions (content & UA strategy)

### TOOLS & PLATFORMS
• Analytics (Google Analytics, SEMrush)
• Gaming Platforms (YouTube Studio, Twitch, Discord)
• PM Tools (JIRA, Basecamp, Trello)
• SEO Stack (Yoast, Ahrefs, Search Console)

## LINKS - GAMING

Sportskeeda Profile 1:// LINK 1
Sportskeeda Profile 2:// LINK 2

## OTHERS

LinkedIn:// mohit-kmr

## CERTIFICATION

### PROJECT MANAGEMENT
GOOGLE | 2024

## GAMING EXPERIENCE

### MOROESPORTS.COM | CO-FOUNDER & GROWTH LEAD
Nov 2020 - Jun 2024 | Chandigarh, India
- Scaled an esports news platform from 0 to 340K+ monthly pageviews, generating INR 25 lakh revenue through User Acquisition, SEO, and Content Strategy.
- Reduced bounce rate from 90% ⮕ 65%, improving engagement to 200–250 DAUs with strong Audience Retention and Data-Driven Insights.
- Drove brand visibility via collaborations with IIT Kanpur, IIT Kharagpur, IIT Roorkee, and NIT Hamirpur through Esports Partnerships and Community Engagement.
- Managed sponsored content, partnerships, and editorial calendars, improving delivery timelines by 30% with Project Management.

### FIRSTSPORTZ | TEAM LEAD - GAMING
Jan 2021 - Apr 2021 | New Delhi, India
- Led a 6-member gaming content team, boosting esports traffic by 150% through Content Strategy and SEO.
- Increased efficiency by 40% and traffic by 300% with User Engagement and Project Management.

### SPORTSKEEDA | SENIOR ANALYST - GAMING & ESPORTS
Jan 2019 - Jul 2020 | Remote
- Executed content projects for top esports titles (PUBG Mobile, CODM, LoL) using Gaming Analytics and Content Strategy.
- Contributed to 10M+ total views and 200% annual growth via Audience Engagement and SEO.

### LEARNZILLA | FULL STACK - REACT JS INTERN
Jun 2020 - Oct 2020 | Chandigarh, India
- Built secure signup/login APIs using Node.js and React.js, improving onboarding for 500+ students.
- Integrated React.js Frontend with backend services, enabling smooth UX.
- Developed responsive UI components with Material UI, cutting development time by 20%.

## CORPORATE EXPERIENCE -TECHNOLOGY

### ASTRANA HEALTH | ANALYST - EDI
Feb 2025 - Jul 2025 | Remote | California, USA
- Developed EDI 834 Maps for healthcare clients (Aetna, Anthem, Humana).
- Validated inbound X12 Transactions, ensuring compliance and data accuracy.

### EDIFECS | CONSULTANT - EDI IMPLEMENTATION
Jul 2022 - Jun 2024 | Chandigarh, India
- Delivered client projects (834, 837, 278), reducing data flow errors by 99%.
- Automated workflows with Docker and custom Groovy/Java solutions.
- Part of IGNITE strategy team, awarded CEO Award 2024 for Innovation.