

# 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 - 23% US)

### COMMUNITY & ECOSYSTEM

- Esports Partnerships (IIT/NIT events, brand tie-ups)

### ANALYTICS & PERFORMANCE

- A/B Testing (content & campaign optimization)
- Monetization Metrics (ARPU, LTV 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.

### EDIFICS | 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](#).