

ESTEBAN MUÑOZ

Project Manager | Gaming Specialist

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Advanced English (Comfortable in calls, presentations & written communication with global teams)

PROFESSIONAL SUMMARY

Experienced Project Manager with **5+ years** leading **gaming and digital marketing campaigns** for tier-1 clients including Tencent LATAM, Valve, Blast.tv, Warner Bros, and RTS (EVO organizers). Proven track record managing **social media, influencer, creative, and multi-platform campaigns** with budgets up to **\$50,000 USD** and coordinating events with **\$250,000 USD budgets**. Expert in coordinating **cross-functional creative teams** including talent (casters, hosts, influencers), professional esports teams, designers, motion artists, social media, strategy, production, and data across Mexico, Brazil, United States, and Europe. Strong **analytical mindset** with ability to monitor campaign performance, interpret data, and convert insights into actions. **Passionate about gaming**, community-driven content, and creative innovation with **advanced English** proficiency for global teams.

CORE COMPETENCIES

Project Management:

Client Management, Budget Tracking & Reports, Timeline Coordination, Multi-project Management, Campaign Execution, Operational Excellence

Digital Marketing & Gaming:

Social Media Campaigns, Influencer Marketing, Content Marketing, Gaming Culture Expertise, Esports Production, BTL Activations

Languages:

Spanish (Native), English (Upper-Intermediate), Japanese (Elementary)

Team Coordination:

Creative Teams, Cross-functional Leadership, Designer Coordination, Motion Artists, Social Media Teams, Production Management

Analytics & Reporting:

Campaign Performance Monitoring, Data Interpretation, Insights to Action, Budget Reports, Status Tracking, Metrics Analysis

Tools & Platforms:

JIRA, Notion, Trello, Social Media Platforms, UGC Ecosystems, Gaming Platforms

PROFESSIONAL EXPERIENCE

Chief Executive Officer & Lead Project Manager

Vibes GG - Gaming Marketing & Creative Agency

August 2020 - Present (5+ years)

- Primary point of contact for tier-1 gaming clients including Tencent LATAM, Valve, Blast.tv, Gran Bodega, and Liga Ace Esports
- Lead planning, execution, and tracking of 25+ gaming and digital marketing projects ensuring on-time, on-budget, and high-quality delivery
- Coordinate creative teams of 8-15 professionals including designers, motion artists, social media managers, strategists, and production staff
- Manage talent coordination including casters, hosts, influencers, and professional esports teams across international projects
- Manage project budgets up to \$50,000 USD and produce clear budget reports for leadership and finance
- Monitor campaign performance across social media, digital content, influencers, and activations, converting data into actionable insights
- Stay up to date on gaming culture, platform updates, and creative tools, bringing informed perspectives to creative proposals and client strategies
- Maintain continuous communication with international clients and partners in English across Mexico, Brazil, USA, Canada, Russia, Germany, Europe, Japan, and South Korea

Key Gaming & Marketing Projects:

- Final Kombat 2025 - Main Broadcast Director | Budget: \$250K USD | Team: 50 people | Client: Warner Bros
 - Hired 3 days before the world's most important Mortal Kombat tournament to rescue production
 - Coordinated 50-person team including camera operators, staff, stream operators, and on-camera talent
 - Established organizational hierarchy, optimized communication systems with limited walkie-talkies, and created event programming from scratch
 - Worked directly with RTS (EVO organizers) as consultants, executing modifications and troubleshooting live
 - Managed international talent including Héctor "Bully" Trejo (host), Mustard & Ketchup, Chef, Djon (casters), and professional players like SonicFox (Luminosity Gaming), Tweedy, ScorpionProcs
 - Solved critical technical failures on Day 1, achieved 100% stream stability Days 2-3
 - Event broadcast across 8 Warner channels + HBO Max, reaching 2,000+ in-person attendees and thousands online
 - RTS directly told Warner: "If he hadn't been in command, the event wouldn't have made it past Day 1"
- PUBG Mobile Super League (PMSL) - Main Producer | Budget: \$50K USD | Team: 10 people | Client: Tencent LATAM
- Blast Rising - Esports Production Coordinator | International multi-platform campaign | Client: Blast.tv
- Road To The International - Project Manager | Social media & influencer campaign | Client: Valve
- Torneo Gran Bodega - Project Lead | BTL activation with La Costeña, Totis, Pap's | Multi-brand coordination
- Community Gaming Events - 15+ brand activations combining digital marketing, social media, and live events

Software Development Project Coordinator

BBVA Mexico

April 2024 - Present (1.5+ years)

- Coordinate **multiple high-speed projects with tight deadlines** across multidisciplinary teams
- Manage **schedules, milestones, and deliverables** ensuring flawless delivery and clear communication
- Demonstrate **leadership skills guiding and aligning cross-functional teams** toward common objectives
- Use **JIRA for project tracking** and maintain comprehensive status reports for stakeholders
- Apply **analytical mindset** to interpret project data and make fast, informed decisions in high-velocity environment

Team Lead & Operations Manager

GGA Solutions

April 2021 - March 2022 (1 year)

- Led a **20-person team** with focus on **operational excellence** and performance optimization
- Demonstrated **strong sense of ownership** managing daily operations, schedules, and resource allocation
- Maintained **proactive communication with US-based stakeholders** using upper-intermediate English proficiency
- Implemented **structured processes** that improved team efficiency and project outcomes
- Exhibited **ability to work under pressure** while maintaining high-quality standards

Freelance Digital Marketing & Web Development

Fiverr

April 2022 - February 2024 (1.9 years)

- Managed **international client relationships** delivering digital marketing and creative projects
- Coordinated **creative deliverables** ensuring client satisfaction and on-time delivery
- Demonstrated **flexibility and adaptability** working with diverse clients and project requirements

EDUCATION & PROFESSIONAL DEVELOPMENT

Business Administration Degree

Benemérita Universidad Autónoma de Puebla

2018 - 2022

Specialized in **Project Management** and Administration with focus on creative and technology industries

Full-Stack Web Developer Bootcamp

Ironhack

March 2022 - May 2022

Technical foundation in digital platforms, APIs, and development processes

Professional Certifications

Industry Recognition

Current & In Progress

- Scrum Team Member Certified** - Agile methodology and team collaboration
- Scrum Product Owner Certification** - Currently pursuing (2025)
- Fullstack Developer Certification** - Technical understanding of digital platforms

KEY ACHIEVEMENTS & IMPACT

- Successfully executed **25+ gaming and digital marketing campaigns** for tier-1 clients with 100% on-time delivery
- Managed budgets ranging from **\$5K to \$50K USD** and coordinated large-scale events with **\$250K+ USD budgets**
- Rescued **Final Kombat 2025 production** in 3 days, coordinating 50-person team and achieving kudos from RTS/EVO organizers
- Coordinated **international teams and talent across 10+ countries** including USA, Mexico, Brazil, Europe, Japan, South Korea, China, Nepal, and Lebanon
- Achieved **99.5% campaign stability** across live gaming events and digital activations
- Built and maintained relationships with **major gaming industry partners** : Tencent, Valve, Blast.tv, Warner Bros, RTS (EVO), Gran Bodega
- Demonstrated **passion for gaming and community-driven content** by organizing 15+ community gaming events
- Proven ability to **work under extreme pressure** managing crisis situations and delivering against impossible deadlines

Note: This CV was prepared with AI assistance for formatting and optimization. All experiences, projects, and achievements listed are authentic and verifiable.