

ADITYA “CAPTAIN CROSS” KUMAR

Community, Creator & Partnerships Manager • *Gaming & Creator Economy*

Open to remote roles across NA, EU, SEA, Japan & India

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PROFESSIONAL SUMMARY

Creator economy and partnerships operator with 7+ years across gaming, esports, and live activations — operating equally well as *player* (Captain Cross, Twitch/YouTube), *cosplayer*, agency-side campaign manager, and community lead. 1B+ creator-led impressions delivered (Maverik Metacast), 200K+ community scaled (BlueStacks), Samsung’s sole-vendor cosplay partner across Galaxy Cup and Unpacked since 2024. On-stage host/judge for AMD GameOn at IndiaJoy 2025 (livestreamed on AMD’s official YouTube). Aorus Voice of Gaming national champion (2019).

FEATURED CAMPAIGNS & ACTIVATIONS

AMD GameOn — IndiaJoy 2025 • *Sole-vendor partner*

- End-to-end ownership: planning, marketing, on-ground delivery for the cosplay competition flagship
- **On-stage host and judge** for the finale, **livestreamed on AMD India’s official YouTube channel**
- Coordinated 50+ cosplayers, full production stack, prize distribution, and live stage execution
- Activation contributed to 8,000+ event footfall

Samsung Galaxy Cup / Unpacked (2024–2026) • *Sole-vendor freelance partner, recurring*

- **Selected exclusively, no competitive pitch**, as the cosplay and creator partner across Samsung’s flagship gaming and product launch events since 2024
- Manage 4 creators per event with fully remote execution support — talent coordination, deliverables management, brief-to-publish workflow
- Continuously retained across multiple Samsung flagship launches — no re-bidding required

Riot Games — Valorant Convergence (India) • *via Maverik Metacast*

- Led **influencer and cosplay operations** for one of India’s highest-prestige Riot brand activations
- Talent sourcing, deliverables management, on-ground execution across Convergence properties
- Bridged Riot’s global brand standards with the realities of Indian creator/cosplay execution

Lenovo Tech World 2026 + Lenovo Comic Con Activations (2025)

- Designed and executed cosplay competition for Tech World 2026: 50+ registrations, 15 finalists shortlisted, end-to-end stage flow
- Lenovo booth activations at Comic Con Delhi (45K+ footfall) and Bengaluru (25K+ footfall)

Free Fire MAX × Jujutsu Kaisen — College Campaign (January 2026)

- Multi-city campaign execution across 10 colleges in Delhi and Mumbai for Garena’s Free Fire MAX × Jujutsu Kaisen anime IP crossover
- Managed cosplay talent and creator deliverables; ~20% increase in booth footfall via creator-led engagement

College Rivals Season 3 — Cosplay Invitational (2026) • *Ampverse property*

- End-to-end execution of cosplay invitational for multi-city collegiate esports property
- 3,200+ community voting interactions and 800+ registration interests via audience-led voting funnel
- Top 25 finalists shortlisted and managed through grand finale stage execution

INDEPENDENT CONSULTING

Captain Cross — Creator Campaigns & Live Activations

Remote & On-Ground • Dec 2022 – Present

- Delivered creator, community, and on-ground campaigns for **Samsung** (sole-vendor across Galaxy Cup + Unpacked since 2024), **AMD**, **Lenovo**, **Government of India** initiatives, and gaming publishers
- Full lifecycle creator-campaign management: strategy, talent sourcing, contract negotiation, execution, reporting
- Designed and executed large-scale offline activations integrating creators, cosplayers, and communities at 8K–45K+ footfall events
- Primary operator between brands, agencies, creators, and production teams across distributed environments

PROFESSIONAL EXPERIENCE

Senior Business Development Executive — GlitchOver (Contract)

Remote • Apr 2025 – Aug 2025

- Led a 7-member outreach and research team during early-stage growth phase

- Built and managed a **2,000+ creator/partner pipeline** via CRM systems (ClickUp, TeleCRM)
- Secured **50+ product demos** and onboarded **10+ partners** across the funnel
- Executed multi-platform outreach across Twitch, YouTube, Instagram, Kick, and Discord

Brand Manager — Reelax (Contract)

Remote • Dec 2024 – Mar 2025

- Closed **5 client partnerships in 4 months** via outbound and relationship management
- Managed end-to-end influencer campaigns from planning to reporting
- Built CRM-driven outreach workflows and standardised the company's outbound playbook

Influencer Project Manager — Maverik Metacast

Bengaluru, India • Jul 2023 – Jun 2024

- Executed campaigns for **Intel, Lenovo, Dell, Riot Games, ViewSonic, AOC**
- Managed hundreds of macro and mega influencers across portfolios
- **Delivered 1B+ impressions and 100M+ reach** across campaign portfolio
- Led influencer and cosplay operations for **Riot Valorant Convergence** — see Featured Campaigns above

Co-Founder — Entrare Esports

New Delhi, India • Sep 2021 – Mar 2023

- Built esports operations infrastructure: SOPs, onboarding systems, training pipelines
- Managed **30+ athletes and 15+ creators/cosplayers** across competitive titles
- Organised tournaments and scaled Discord communities
- Launched **all-female Valorant roster competing in SEA-level tournaments**

Senior Community Manager — BlueStacks

India • Feb 2019 – Feb 2020

- Scaled gaming community to **200,000+ members**
- Led and trained a 12-member moderation team
- Executed tournaments, contests, and influencer-led engagement programs

CREATOR & PLATFORM EXPERIENCE

- Operate Twitch and YouTube channels under **Captain Cross / CaptainCrossTV** — live engagement, community interaction, gaming + cosplay content
- Hands-on stream operations, moderation systems, OBS, creator workflows — the rare agency-side professional who has also been the creator
- Apply creator-side insight to improve campaign authenticity and performance — brief reviews catch ~30-40% of common creator-experience friction points before they reach talent

AWARDS & RECOGNITION

- **Aorus Voice of Gaming — National Champion (2019)**, Aorus India's national gaming personality competition

SKILLS

Creator & Influencer Operations: Influencer Marketing, Creator Partnerships, Talent Management, Campaign Strategy, Influencer Programs, White-Glove Talent Experience, Cosplay Talent Management

Business & Growth: Business Development, Strategic Partnerships, Brand Partnerships, CRM Operations, Outreach Systems, Lead Generation, Contract Negotiation

Community & Campaigns: Community Building, Discord Operations, Twitch Operations, Campaign Execution, Event Management, On-Ground Activations, Live Stage Production

Tools: ClickUp, TeleCRM, Microsoft Dynamics 365, Trello, Discord, OBS, Google Workspace, LinkedIn Sales Navigator, Notion, Airtable

EDUCATION

Bachelor of Engineering Technology (Computer Science)

Maharishi University, India • 2021 – 2025

LANGUAGES

English (Fluent) • Hindi (Fluent) • Japanese (Intermediate, ongoing study)