

## About Me

Hey, I'm Charlie.

I'm a project manager and experience designer.



I have been working in the games industry for 9 years.

I'm focused on creating awesome experiences for players, and quality products for clients and partners.



## Work History

### Esports Manager

 Epic Games, Berlin Germany  March 2021 - October 2023

My role at Epic Games has allowed me to work on some of the largest in-game events and tournaments in the games industry, as well as owning a wide range of tasks and responsibilities.

A selection of the events I have worked on include:

Bugha's Late Game, The Fortnite Champion Series, MrBeast's Extreme Survival Challenge, Fortnite Icon Series and Dreamhack Summer.

Most recently my role had shifted to back towards production and project management. Organizing the competitive operations team and standardizing our processes for the event creation allowed us to execute our first party tournaments more efficiently while minimizing issues within our complex tournament format and systems.



I was responsible for running meetings, task and project tracking, deadline setting, and for management of the competitive team's internal calendar and roadmap.

In addition to this, over the course of my time at Epic Games I was also responsible for: Scripting in-game tournaments & events, reporting, diagnosing and resolving issues in a live service environment, collaborating with internal and external stakeholders to design events, writing and preparing rule-books and copy for localization.

This allowed me to have a broad view of the Fortnite team and a base understanding of everything that was required to run a first party event. I created or updated documentation and processes as I went to benefit the whole team.

As the operations team grew to actively cover more time zones, I was in the perfect position to take responsibility for the on-boarding, training and mentorship of the new team members.

### Head of Events


 National Student Esports, UK  July 2019 - April 2021


As NSE's Head of Events I am responsible for the British University Esports Championship's live events, online broadcast strategy and design, as well as the brand's visual identity and web presence. In addition to this, I am responsible for contract event logistics and operations for our partners.

Operating the BUEC Finals I am accountable for P&L management, negotiating venue space and contracts, logistical planning and delivery of equipment, resource planning, hiring contractors, health and safety, and the hospitality for both our own event staff and our competitors.

On external events my responsibility varies based on the needs of our partner or client. This can range from CAD planning/visualisation and event support to a fully managed activation using our own concept and staff. An example of this would be the Monster Energy booth at EGX, where we created and managed a 1v1 CSGO arena with branded in-game assets for the weekend, alongside an exclusive student Teamfight Tactics tournament.

### Esports Partnerships Manager

 Belong Arenas, UK

 August 2018 - June 2019


During my role I was responsible for the creation of Belong's grassroots esports partnerships strategy. In addition to this, I was also the account manager for several accounts including Benchmark Sport, FacelT and Excel Esports. The highlight of working in this role was the finalisation of the Excel Esports and Belong brand partnership, which has continued to this day as a mix of shirt sponsorship and joint activity across both brands marketing channels.

As part of my strategy responsibilities I helped design and test future changes to our venues, which allowed me to work directly with professional players to better understand the ergonomic needs around professional play. I also led the creation of premium, private and soundproofed practice areas in our venues for traveling international teams.

During this period I continued to operationally and logistically support our client's external activations where needed; at both our own venues and external venues such as Twickenham stadium and the National Exhibition Centre.

### Esports Project Manager

 GAME Digital PLC, UK

 May 2016 - August 2018


While working with GAME, I was responsible for the pre-production and design of the UK Masters national league program, and InsomniaGamingFestivals' esports offering. This included P&L management, talent management, broadcast design and production, web presence, marketing, and KPI reporting.


The UK Masters program repeatedly exceeded our internal targets season on season for player growth, social impressions, engagements and all viewership metrics.

During live events I was responsible for the management and delivery of multiple activations, ensuring the delivery of agreed sponsorship obligations and that our key performance indicators met or exceed expectations.

In addition to this I have completed internal consulting work for the Belong Arena Clash program, and worked on a series of commercial pitches and project deliveries including the english language studio broadcasts of the LCS Qualifiers for Riot Games and floor managing Minecon Earth's esports event for Microsoft.

### Esports Coordinator


 Multiplay Events, UK


 August 2015 - May 2016

As an Esports Coordinator I was responsible for the creation and well-being of a large team of esports staff and volunteers, providing support and training for new entrants into the industry, as well as being the key point of contact for professional players and organisations sending competitors to our events. At each InsomniaGamingFestival event I would be responsible for running simultaneous tournaments across multiple games with a reporting staff of approximately 30 volunteers and contractors.

During this time I was also the project manager for various commercially funded tournaments for publishers and sponsors including Ubisoft, Plantronics & Asus. In addition to this I was responsible for coordinating and delivering the esports stage and competition areas at the world record holding Minecraft convention 'MINECON 2015' for Microsoft.

### Senior Server Technician

 Multiplay Digital, UK

 September 2014 - August 2015


My initial steps in the videogames industry were focused on providing exceptional first and second line technical support for both B2B and B2C clients across a large array of game titles.

I helped create our internal working processes for supporting DayZ, the Battlefield series, Fractured Space and more. I was also responsible for training new members of staff with our internal tools and processes.

As part of the technical support team I was also regularly attending events to provide on-site server support for our esports events servers and infrastructure.


## Education

### BSc (Hons) Web Development

 The University of the West of England, Bristol, UK.

Over the course of my degree I completed modules in **web programming, information architecture, interaction design, systems development, and business consultancy**. This culminated in the creation of a Dota 2 training and statistics tool as my my dissertation.

### A-Levels

 Brockenhurst College, Hampshire, UK.

At Brockenhurst I completed A-Levels in **computing, graphic design, media studies, information technology, and photography**.

## References

#### Kenny Sugishita

 Senior Esports Program Manager, Epic Games.

#### William Lowther

 VP of Business Development, Splash Damage.

#### Jon Tilbury

 Product Lead, Valorant Champions Tour EMEA, Riot Games.