

VARUN PURI

Global Marketing Leader | Esports, Gaming & Tech | AI/ML-Trained

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SUMMARY

Senior/Lead Community Manager with a decade of experience scaling brand and community growth across esports, gaming, iGaming, and consumer technology, spanning India, Poland, the Netherlands, Singapore, and the United Kingdom. Proven track record building marketing functions from the ground up, securing partnerships with global brands including NVIDIA, Epic Games, NZXT, and ZOTAC, and driving measurable audience growth. Complements marketing expertise with formal training in AI, Machine Learning, and data-driven decision-making.

SKILLS

Global Marketing Strategy, Brand Management, Digital Marketing, Influencer Marketing, Campaign Management, Esports & iGaming Marketing, Community Engagement, Event Management, Social Media Strategy, AI & Machine Learning, Marketing Analytics, Cross-Functional Leadership

EXPERIENCE

Head of Global Marketing | Fair Sky Partners

July 2025 – February 2026 • London, UK

- Directed global marketing strategy across a multi-brand iGaming portfolio of 3 brands, SlotStars (Spain, UK), KnightSlots (Canada), and Casino&Friends (Scandinavia), spanning 4 international markets
- Tailored market-specific campaigns across four countries, adapting brand and acquisition strategy to regional regulatory and cultural contexts
- Oversaw marketing operations across multiple international teams, coordinating execution across 4 markets to ensure consistent brand delivery at scale

Marketing Manager | ZOTAC Technology Ltd.

February 2024 – July 2025 • Singapore

- Spearheaded social media strategy that drove a 140% increase in organic engagement over a 90-day campaign period
- Built partnerships with global teams and ecosystem brands, boosting cross-promotional reach by 60%
- Developed new event IP formats, increasing user participation and brand visibility by 35%

Chief Marketing Officer | White Shadows Esports

January 2023 – February 2024 • Amsterdam, Netherlands

- Steered overall marketing strategy and brand partnerships across the organization's esports portfolio, expanding the brand roster to include NVIDIA and Epic Games, and overseeing production, casting, and admin management for Fortnite tournaments
- Built competitive gaming talent programs, including the region's top-3 men's Valorant roster and the region's first-ever women's Valorant roster, while scaling Facebook Gaming and Garena programs to a combined 500,000+ followers
- Drove community and content initiatives spanning NoPixel India and the #NZXTSuperheroes campaign (150+ member stories, 30% boost in follower interactions), expanding audience reach across brand partnerships

Marketing Manager | White Shadows Esports

April 2021 – December 2022 • Amsterdam, Netherlands

- Established brand collaborations for SilverStone, including a Funko Pops partnership (35% cross-brand sales growth) and influencer campaigns driving 2M+ organic reach
- Launched INNO3D's Discord community (65% growth in 3 months) and grew its social channels by 50% followers and 30% engagement, while organizing 15+ community meetups
- Coordinated event management for premier esports tournaments (ESL, Dreamhack, Rise of Legion) reaching a combined audience of 20,000+, orchestrated NZXT's #SaturdayNightGamer campaign, and forged brand partnerships with MSI and Gamdias

Influencer Marketing Manager | **Gambling Media Group**

April 2020 – March 2021 • Warsaw, Poland

- Orchestrated influencer marketing and social media campaigns for high-profile brands including Manchester United, Parimatch, 1Win, and Apollo Tyres, increasing brand engagement by 40%
- Cultivated partnerships with 150+ influencers, enhancing campaign reach by 60% and content output by 25%
- Leveraged data-driven marketing strategies to optimize ROI, achieving a 35% conversion rate

Community Marketing Lead | **GamerConnect**

October 2018 – March 2020 • New Delhi, India

- Served as Gaming Ambassador for Dell Alienware and Lenovo Legion, driving 700+ customer interactions per in-store activation, the highest across the program
- Headed Community Marketing for NVIDIA GamerConnect, organizing online and offline events in collaboration with major gaming and hardware brands, reaching 2,000+ attendees
- Organized multi-brand event activities across 5+ brand partnerships, spanning retail activations, community engagement, and cross-brand promotions

International Protégé | **Mobiuspace**

April 2017 – September 2017 • Shenzhen, China

- Supported influencer partnership efforts with 10+ regional YouTube channels collectively reaching 5M+ subscribers, aiding India-market growth for the SnaTube app
- Assisted in production of 10+ episodes of the in-app game show "SnaTube Crorepati," including coordination for on-set filming with models and anchors, under manager guidance

PROJECTS

Marketing Lead (Independent Project) | **Pole to Pole — Web Series**

February 2026 – June 2026 • Independent

- Led marketing activities for Pole to Pole, a web series starring Will Smith, coordinating promotional strategy and campaign execution around the show's release
- Executed digital and social media promotion, growing pre-release social engagement by 25%+ to build buzz ahead of the show's launch

EDUCATION

Master of Business Administration (MBA), Marketing

Amity University

August 2024 – March 2026

Post Graduate Diploma, Artificial Intelligence & Machine Learning

NIT Warangal (Electronics & ICT Academy)

August 2023 – August 2024

Bachelor's Degree, Business, Management & Marketing

University of Delhi

August 2015 – October 2018

Senior Secondary, Commerce

Rukmini Devi Public School

July 2009 – March 2015

CERTIFICATIONS

- Justice, HarvardX (edX)
- Generative AI for Marketing Masterminds
- Influencer Brand Deal Economics

LANGUAGES

English (Native/Bilingual), Hindi (Native/Bilingual), Punjabi (Professional Working), Spanish (Limited Working)