Mark Cai

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Experience

NVIDIA

Enterprise Influencer Relations Manager **Mar. 2025 - Nov. 2026**

- Led NVIDIA's first ever influencer interviews with former NVIDIA CEO Jensen Huang and influencers Cleo Abram & TiffinTech, totaling 10M+ views to strengthen NVIDIA's AI story among more general audiences.
- Built external and internal influencer storytelling strategy around NVIDIA AI models & open source tech to 200+ influencers, multiple #1 on Hugging Face launches, and 30M+ downloads.
- Drove 100+ long-term organic and paid influencer relationships to support NVIDIA product launches and events, increasing traffic to NVIDIA webpages & product sites by over 17% average across all campaigns.
- Created & educated team on full lifecycle AI agents that helped scale on-site event program to over 50 influencers with no additional staffing (ex. research, outreach, campaign briefs, analytics, CRM updating).
- Designed dashboards with social listening, social media, and brand marketing teams to determine key metrics of success for various types of influencer engagements (ex. awareness vs. adoption vs. share of voice).
- Mentored and managed two influencer relations specialists, providing strategic guidance and professional development while empowering them to independently execute influencer campaigns.

Enterprise Influencer Relations Specialist **Jul. 2022 - Mar. 2025**

- Led the largest data science related influencer campaign in NVIDIA history, resulting in 500K+ views across 38 pieces of content alongside 9K+ clicks to various data science notebooks for technology adoption.
- Led NVIDIA's GTC conference global influencer efforts for 3 years with a 21% increase in virtual session attendees while decreasing cost per attendee across global regions with a reduced budget.
- Created 50+ collaborative pieces of influencer content & initiated 60+ new relationships across data science, deep learning, machine learning, and AI, building developer engagement through genuine technical narratives.

Powerspike

Esports/Influencer Partnerships Associate **Dec. 2019 - Jan. 2022**

- Spearheaded the esports partnership process with orgs like Cloud9, Misfits, Golden Guardians, Method, IGC, and Tribe Gaming to create influencer partnerships from those respective orgs.
- Managed end-to-end influencer marketing campaigns with influencers like Ludwig, Mizkif, DrLupo, GassyMexican, Scump, and TeePee and brands like Bose, Verizon, Fireball, Norton, and Mavix, resulting in $650K+ of brand deals, 15% brand uplift, and 25% increased traffic across a variety of brands.
- Effectively managed a $20K sponsorship budget for streamers and expanded inbound brand sales by 500% resulting in a promotion within the first three months as a marketing associate.

Content Creator: *120K YouTube Subs, 20K LinkedIn Followers* **Jun. 2013 - Mar. 2022**

- Created and grew my mobile gaming & esports YouTube channel Coolmark from zero to over 120K subscribers over seven years by establishing a monthly content strategy to reach 5M monthly impressions.
- Named "Top Voice" on LinkedIn, growing following from 0 to 19K+ C-level businesspeople in 3 years by posting business content on gaming, esports, and influencers, garnering 250K+ impressions monthly with the series This Week in Esports & Gaming (TWIEG).
- Partnered with Activision, Herman Miller, and Aukey, increasing brand impressions by 10% quarterly.
- Led play-by-play commentary in 40 tournaments to drive 2M+ views for mobile FPS esports in three years.

Education

Arizona State University: W. P. Carey School of Business - Barrett, the Honors College - Tempe, Arizona
Bachelors of Science: Marketing and Computer Information Systems | GPA: 4.00

Skills & Interests

Klear | Meltwater | Traackr | HTML | Sony Vegas Pro | Adobe Photoshop | Running | Cycling | Esports | Cheffing It Up