

# Mark Cai

markcai.com | linkedin.com/in/mark-cai | youtube.com/Coolmark123

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## Experience

### **Content Creator: 120K YouTube Subs, 17K LinkedIn Followers**

**Jun. 2013 - Present**

- 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 15K+ 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).
- Forged partnerships with brands like Activision, RedMagic, ViteRamen, Herman Miller, and Aukey, increasing brand impressions by 10% quarterly via integrated partnership segments and passive branding.
- Led play-by-play commentary in 40 esports tournaments to drive 2M+ views for mobile FPS esports (Critical Ops, Bullet Force, Modern Combat) in three years.

## NVIDIA

### **Enterprise Influencer Relations Specialist**

**Jul. 2022 - Present**

- Led development of multi-stage enterprise influencer program & internal influencer activation process for NVIDIA.
- Led the largest data science related influencer campaign in NVIDIA history, resulting in 300K+ views across 38 pieces of content.
- Leading NVIDIA's GTC 2024 global influencer efforts to drive news coverage & 10K virtual session attendees.
- Created 50+ collaborative pieces of influencer content & initiated 60+ new relationships across data science, deep learning, machine learning, and AI.
- Increased attendance to NVIDIA's GTC 2023 by 14% with no budget increase from the previous conference.

### **Enterprise Influencers Intern**

**May 2021 - Aug. 2021**

- Oversaw influencer engagements for 10 NVIDIA launches and announcements across healthcare, AI, data science, telco, game development, and other verticals to drive awareness of NVIDIA product and press announcements.
- Pitched NVIDIA's MLPerf, ISC, MWC news to 15+ influencers to win share of voice for NVIDIA social channels.
- Discovered 100+ influencers across various enterprise verticals to increase influencer database size by 20%.

## 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.
- 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.

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## Education

**Arizona State University: W. P. Carey School of Business - Barrett, the Honors College** - Tempe, Arizona

**May 2022**

Bachelors of Science: Marketing and Computer Information Systems | GPA: 4.00

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## Skills & Interests

Chinese Mandarin (Speaking) | Java | SQL | Python | HTML | CSS | Sony Vegas Pro | Adobe Photoshop | Running