



MARKETING, PRODUCT, OPS

YUVRAJ SINGH

I am an experienced business development manager and aspiring CMO with a passion for the gaming industry.

Strong **creative** and **analytical skills**. Team player with an **eye for detail**.

CONTACT

- +33 648974165
Whatsapp accessible
- yssingh824@gmail.com
- Paris, France
Open to relocation / remote
- [Linkedin](#)
- [Portfolio](#)

EXPERTISE

- Product Innovation
- Product Positioning
- Consumer Mindset
- Consumer Loyalty and Retention
- Optimization of Digital Economy
- International Talent Management

TECHNICAL SKILLS

- Graphic Design - Photoshop / Canva
- Microsoft Office Suite
- Video Production - Premiere / CapCut

CASE STUDY

- 2023 - **Live-Ops roadmap** and breakdown for Baldur's Gate 3 (academic)

LANGUAGES

- English - Native
- French - Limited Working Proficiency

HOBBIES & INTERESTS

- Basketball (10 years)
- Gym Training (5 years)
- Interactive Story Games
 - Witcher 3
 - Assassin's Creed Series

EXPERIENCE

- PARTNERSHIP MANAGER** PlayMakers
November 2024 - October 2025 Paris, France
- Signed **3 new clients**, including 2 indie game studios and a lifestyle app, by leading tailored outreach and discovery - adapting pitches to different product types and growth goals.
 - Served as the bridge between product and sales - leveraging **product roadmap** insights to craft messaging and **GTM** strategy that resonated with each client type.
 - Adopted a multichannel outreach strategy - combining **LinkedIn, email, SMS, and phone** to improve contact rates, warm lead engagement, and reinforce **brand presence** throughout the BD funnel
 - Led gap and opportunity analysis to uncover **untapped verticals** - brought white-labeled influencer platforms & reward-driven apps into the BD pipeline, broadening PlayMakers' **market focus and value proposition**.

- PUBLISHING PRODUCER** ISART Final Year Project
October 2024 - June 2025 Paris, France
- Executed go-to-market strategy (PC & Console) with focus on **customer acquisition** through **micro-influencers, content marketing, and community management**.
 - Managed **product roadmap**, key milestones and deliverables.
 - Oversaw two multidisciplinary **teams** [Game Artists, Programmers, Game Designers, Sound. Designers] of **20+ people** for the production of Candellum and Coastal Drift.
 - Acquired over **25k+ views** across all platforms for Candellum.
 - Received **Grand Prix 2025 Award** from professional jury [**Ubisoft, Focus, Gameloft**] for Candellum.

- PROFESSIONAL E-SPORTS COMPETITOR / CONTENT CREATOR**
June 2019- August 2023 Fort Myers, FL, USA
- Placed **top 100** in 40+ Fortnite Solo Cash Cups
 - Placed in the **top 0.1%** of the World of Warcraft Arena Solo Bracket in Dragonflight: Season 1 and The War Within: Season 1 & 2
 - Placed in the **top 1%** of the World of Warcraft 3v3 Bracket in **8 seasons**
 - Managed teammates to **optimize collaboration** and efficiency
 - Coached multiple clients in World of Warcraft Arena through vod review and **improved their rank** by at least **100 current rating**
 - Designed and executed video content on Twitch & Youtube [**250k+ total views**]
 - Built and maintained a unique content strategy to **grow average viewership 25% MoM**

- FINANCIAL INTERN** National Securities
June 2017 - August 2017 Miami, FL, USA
- Assisted VP of Finance with **weekly market & data analysis**, market trends and client service
 - Supported brokers with **lead generation**, client communication, financial planning & **relationship management**
 - Managed mock portfolio in Summer Intern competition; **placed first** with 12.7% return in 60 day period

EDUCATION

- ISART DIGITAL**
2023-2025 Nice, France
- Master of Science - **Game & Creative Strategy**
- SOUTHERN METHODIST UNIVERSITY**
2015-2019 Dallas, TX, USA
- Bachelor of Science, **Economics and Philosophy**; Minor in **Psychology**
National Society of Collegiate Scholars