



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



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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 10** in 75+ 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