



Devesh Kumar

Business Development
Executive

PROFILE SUMMARY

Results-driven professional with extensive experience in leadership, operations management, and team optimization. Proven ability to lead high-performing teams, streamline processes, and drive business growth. Known for strong focus, ambition, and commitment to achieving organizational goals while fostering a collaborative and productive work environment. Skilled in strategic planning, performance improvement, and cross-functional team management. Dedicated to delivering measurable results and continuous improvement.

EDUCATION

2025	MBA/PGDM Axis Institute of Planning and Management, Kanpur
2021	BCA Axis Institute of Higher Education (AIHE), Kanpur
2018	XIIth English
2016	Xth English

WORK EXPERIENCE

Apr 2025 - Oct 2025	Business Development Executive Ceasefire - Improved lead conversion rate by 28% by implementing data-driven CRM tracking and coordinating closely with the marketing team. - Developed and executed quarterly business development plans that aligned sales targets with market trends.
Oct 2024 - Nov 2024	Talent Manager Jet Revenant - Recruited and mentored emerging and established talent, aligning their skills with organizational opportunities to maximize performance. - Spearheaded personal branding initiatives and secured strategic partnerships, resulting in accelerated career growth and expanded professional networks.
Mar 2023 - Nov 2024	Esports Division Head Jet Revenant

PERSONAL INFORMATION

- Email
deveshk620@gmail.com
- Mobile
(+91) 9635107604
- Total work experience
6 Years 0 Month

KEY SKILLS

- Sales
- Business Development
- Marketing
- Lead Generation
- Recruitment
- Project Management
- Talent Acquisition
- Communication Skills
- HTML
- CRM
- Microsoft Office
- CSS
- JIRA
- Team Management
- Performance Management
- Email Marketing

OTHER PERSONAL DETAILS

City New Delhi

Country INDIA

LANGUAGES

- English
- Hindi
- Hindi
- English

Mar 2021 - Mar 2023

- Managed mobile gaming rosters, optimizing team composition to increase overall performance by 40%.

- Executed global talent acquisition strategies by recruiting skilled players and teams, enhancing competitive success and win rates.

- Collaborated with cross-functional teams to identify and onboard high-potential candidates, driving a 20% improvement in team success metrics.

Head of Esports
EsportsXO

- Established and nurtured long-term influencer partnerships to amplify brand visibility and support strategic growth objectives.

- Directed the planning and execution of influencer marketing campaigns, boosting engagement rates by approximately 25% and improving conversion rates by 15%.

- Administered athlete contract financials, ensuring precise budget allocation and timely payments, enhancing overall financial efficiency.

- Supervised budgeting for athlete agreements, ensuring strict compliance with financial protocols and reducing payment processing delays by 20%.

May 2020 - Jan 2021

League Operation Manager
Esports Network

- Cultivated robust brand-influencer partnerships, enhancing campaign reach and engagement by 30%.

- Directed key intellectual property (IP) assets and projects, contributing to a 25% increase in company revenue.

Projects

3 Weeks

Acer PGL Campaign

- Designed and executed innovative marketing campaigns that increased Acer's brand visibility and audience engagement by 30% at PGL events.

- Collaborated with cross-functional teams to unify messaging and branding, ensuring consistent and impactful communication across all channels.

