



Career Success Tips

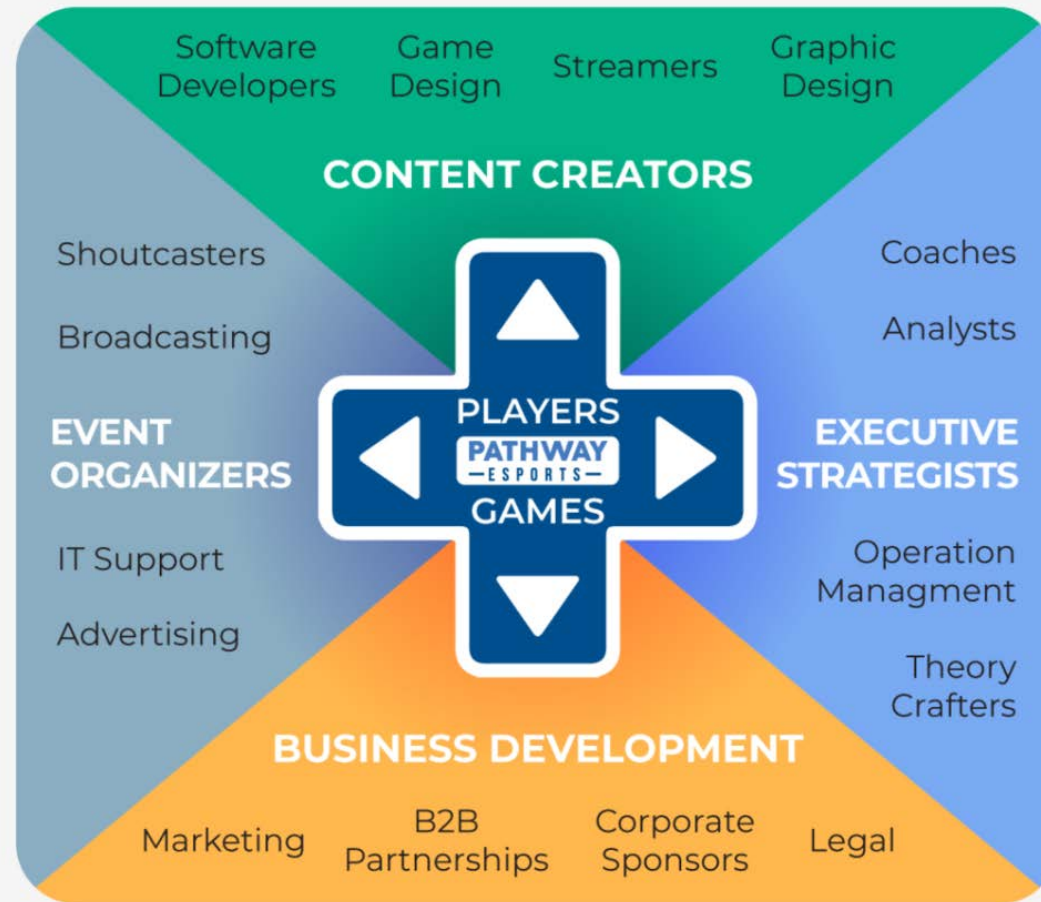
NOCE Career Resource Center



How Can I Get A Job in Esports?

- 1.5 billion industry revenue
- The difference between traditional industries and Esports is you probably have a passion for Esports and gaming or you want to be part of something big that is changing the way the world views athletes and sports
- Gaming and Esports is a viable career path
 - Design the lighting on stage for tournaments
 - Setting up the data network to connect gamers around the world
 - Creating the most lit marketing campaigns for the hottest teams in the Esports scene

CAREER OPPORTUNITIES IN ESPORTS



Mastery Coding

Tips to Landing an Esports Job (Behind the scenes)

Start gaming and create Vods

- VODs= videos on demand (either live or recorded)
- VOD's have exploded in popularity

Know the industry

- Hiring managers are looking for people who are knowledgeable about the position and about the surrounding of the eco-system of Esports

Have in-depth knowledge of top players, team strategies, media broadcasting, the rising popularity of certain eSports video games

- Envelope yourself in the Esports culture
 - Watch live streams on Twitch and YouTube Esports tournaments on a regular basis
 - Get to know some of the most popular Esports commentators and social media influencers



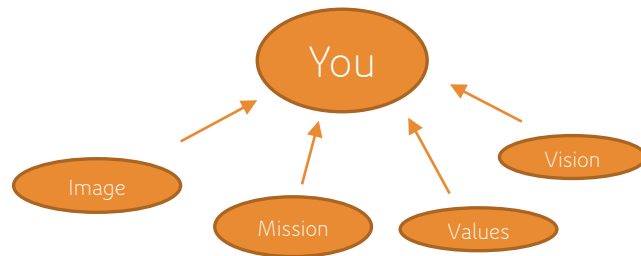
Tips to Landing an Esports Job (Behind the scenes) Continued

Network

- Online networking in forums, community spaces, blogs, LinkedIn, and YouTube channels are a great way to broaden your horizons and make connections with people
- VOD's have exploded in popularity

LinkedIn and Branding yourself

- 94% of recruiters use LinkedIn while only 34% of candidates use LinkedIn to job search
- Getting hired-91% chance of referred and 3%
- Brand



Tips to Landing an Esports Job (Behind the scenes) Continued

Get hands-on experience

- Freelance services
- Audio and video editing for Esports live replays, creating Esports, and making content, or providing Esports consultations to novice gamers
- Internships- great way to get your foot in the door and get some experience
- Volunteer- many companies will not turn down volunteers
 - Present yourself professionally and enthusiastic





Tips to Landing an Esports Job (Behind the scenes) Continued

Research the job you want

- Have a clear vision of what success will look like in the end
- Ask yourself what is the job title or field you want to pursue
- Internships- great way to get your foot in the door and get some experience
- Volunteer- many companies will not turn down volunteers
 - Present yourself professionally and enthusiastic

Selected Esports Stocks

Ticker	Name	Country	Market Cap	Esports Relevance	Notable Brands
ATVI	Activision Blizzard Inc	United States	\$45,028	Games	Overwatch, Call of Duty, World of Warcraft
EA	Electronic Arts Inc	United States	\$30,868	Games	FIFA, Madden, Apex Legends
HUYA	HUYA Inc	China	\$3,803	Media	Huya, Chendu Hunters, Royal Never Give Up
DOYU	DouYu International Holdings Ltd	China	\$2,477	Media	Douyu, NonoLive
MTGB SS	Modern Times Group MTG AB	Sweden	\$774	Media	ESL, Dreamhack
EGLX CN	Enthusiast Gaming Holdings Inc	Canada	\$86	Media	Luminosity, Vancouver Titans, Seattle Surge
1337 HK	Razer Inc	Singapore	\$1,433	Hardware	Razer Blade, Razer Huntsman, Team Razer
HEAR	Turtle Beach Corp	United States	\$127	Hardware	Turtle Beach, Roccat
SE	Sea Ltd	Singapore	\$17,603	Broad-Based	Garena+, Free Fire, Call of Duty: Mobile
700 HK	Tencent Holdings Ltd	China	\$441,234	Broad-Based	League of Legends, Fortnite

Women in Esports

Women comprise 30 percent of Esports viewership and 35 percent of Esport gamers, and that these numbers are growing each year (Data Firm Interpret 2019 study)



Success Story: Jayden Diaz

- Twitch streamer known as YourPrincess
- College student whose career blossomed by streaming her game play in the evenings
- She worked at Target on the weekends help pay for her living costs. She quit after two years to stream full-time
- Fans tuned into the Amazon-owned livestreaming platform Twitch to watch Diaz play “League of Legends”
- She is financially independent from her family through streaming
- She has brand deals with Dr. Pepper and Xfinity

Resume

A resume provides a summary of your skills, abilities, and accomplishments

Basic Information to Include:

- Contact Information
- Summary | Profile | Objective
- Education | License | Certificates
- Relevant/Current Work Experience
- Skills | Awards
- Volunteer Experience | Professional Organizations



HEADSHOT

FULL
NAME

PROFESSION

SUMMARY

Write a short summary about yourself here, beginning with a sentence about your personality and professional approach. Mention esports if possible.

In the second sentence talk about the education and/or experience you have and relate it to how it makes you a great candidate for this particular role.

Finish off by explaining why you're on the hunt for an opportunity in the industry. Try to demonstrate ambition here and don't waste any words at all.

CONTACT

Email Address

Discord (or Skype) Name

Telephone Number

Location (City/State/Country)

SKILLS

List 4-6 skills here, with the most important/relevant at the top:

Personnel Management

Organizational Leadership

Business Development

EXPERIENCE

YOUR JOB TITLE

Company Name | Location

Demonstrated Skill 1 • Demonstrated Skill 2 • Demonstrated Skill 3

- Achievement in the role / day-to-day responsibility 1
- Achievement in the role / day-to-day responsibility 2
- Achievement in the role / day-to-day responsibility 3

YOUR JOB TITLE

Company Name | Location

Demonstrated Skill 1 • Demonstrated Skill 2 • Demonstrated Skill 3

- Achievement in the role / day-to-day responsibility 1
- Achievement in the role / day-to-day responsibility 2
- Achievement in the role / day-to-day responsibility 3

YOUR JOB TITLE

Company Name | Location

Demonstrated Skill 1 • Demonstrated Skill 2 • Demonstrated Skill 3

- Achievement in the role / day-to-day responsibility 1
- Achievement in the role / day-to-day responsibility 2
- Achievement in the role / day-to-day responsibility 3

EDUCATION

YOUR QUALIFICATION TITLE

Institution Name | Location

- Final outcome (GPA / level of degree / grades)
- Discuss specific things that you studied
- Mention any applicable extracurricular activities undertaken

REFERENCES

Tailoring your Resume

Esports Resume Advice ***General Tip #4***

***Keep your resume updated, and
tailor it for each job you apply
to if you have the time.***

#MAKEYOURMARK



- Read the job description and responsibilities
- Read the qualifications and experience
- Use Power Words to describe your experience
- Use real numbers & figures when possible
- List your key strengths and competencies
- Select experiences relevant to the position that will demonstrate your abilities in that field & type of work
- List key skills relevant to the position
- List degrees, honors and awards

What is a Cover Letter

- An introductory letter you provide with your resume and job application
- It shows your personality
- Expresses your interest in a position and prospective employer
- It highlights relevant skills and experience from your resume by providing detailed information
- Shows off your qualifications through specific examples

JOHN DOE

1 Main Street, Denver, CO 99999 | (000) 000 - 0000 | M: (000) 000 - 0000 | example@email.com

22 October, 2010

Company Name
22 Second Avenue
New York, NY 00000
333-333-3333
company@email.com

As you and your team prepare to expand your athletics program, you will be seeking individuals with excellent leadership and team development skills. I am one of those people. In response to your ad, I am interested in supporting your program expansion as a Sports Coach.

I have worked in coaching capacities for more than 25 years, with a focus in leading softball and baseball teams, and have experience building brand new teams from the ground up. My excellent planning, problem solving, and project management abilities have served past programs well.

In my career, I have achieved seven state championship titles and one national championship. I know how to help students excel and improve performance while also making sure they never lose their love of the game. I would greatly appreciate the opportunity to discuss this possibility further. I look forward to speaking with you soon.

Thank you for your time and consideration.



Purpose of a Cover Letter & Tips

- The goal is to get an interview
 - Should be brief and interesting
 - 3-4 paragraphs
- Should not be a carbon copy of your resume
 - Should highlight what you will bring to the job
- Should be specific to the job and the company you are applying to

Pre- Cover Letter

- If you have a specific employer in mind, do some research regarding their mission, values, vision, and culture statements
- Review their website, LinkedIn Profile, social media, brochures, and any other pertinent materials you can find about the company
- Try to speak with current employees; this will provide you with a unique inside perspective
- Just like your resume: include keywords from the job announcement; use their language



Opening Paragraph

- The opening paragraph is one of the most important parts of your cover letter
 - Get them hooked and make them read on
- Explain why you are interested and passionate about the position and the company
- Describe how you learned about the position
- Do NOT be generic

Second Paragraph

- Explain why you are interested in working for this employer and specify how you fit this position; state why you are a perfect candidate
- Include something special or unique about yourself that will benefit the employer that is not already on your resume
- Explain exactly how your achievements and experiences are suited to the company and job
- Write about 2-3 relevant achievements and put them into bullet points if possible
 - Link these achievements to real business outcomes that shows why you are suitable candidate

Third Paragraph

- Say why the company/industry is the perfect fit for you
- Show the employer that their company and the position on offer is the finest choice for you and your skillset
- Praise the company and explain how familiar you are with their brand, industry, operating systems, company's mission, services, products, and values

Closing Paragraph

- Provide a same phone number and email address again
- Mention the employers name and top skills once again
- Be genuine and thank them for their time
- Seal the deal by using a powerful closing statement, include a sentence or paragraph to briefly sum up
- Ask for an interview
 - Set up a possible time and date to meet with the employer
- Say you look forward to meeting with them versus saying you hope to hear from them

Video Interviews



- Greet with a hand wave and smile
- Eliminate distractions
 - No noisy backgrounds
 - Put your phone away
- Look into the camera NOT at the screen
- Keep your hands in view to build trust
- Dress appropriate

Understand the Company

- Make sure to research the company as part of your job interview preparation
- Show the employer you have a real interest in working for them
- Know
 - How many employees
 - How much money do they make
 - Are they local, national, global
 - What awards or recognitions they have received
 - Have they made news
 - What do reviews say about them

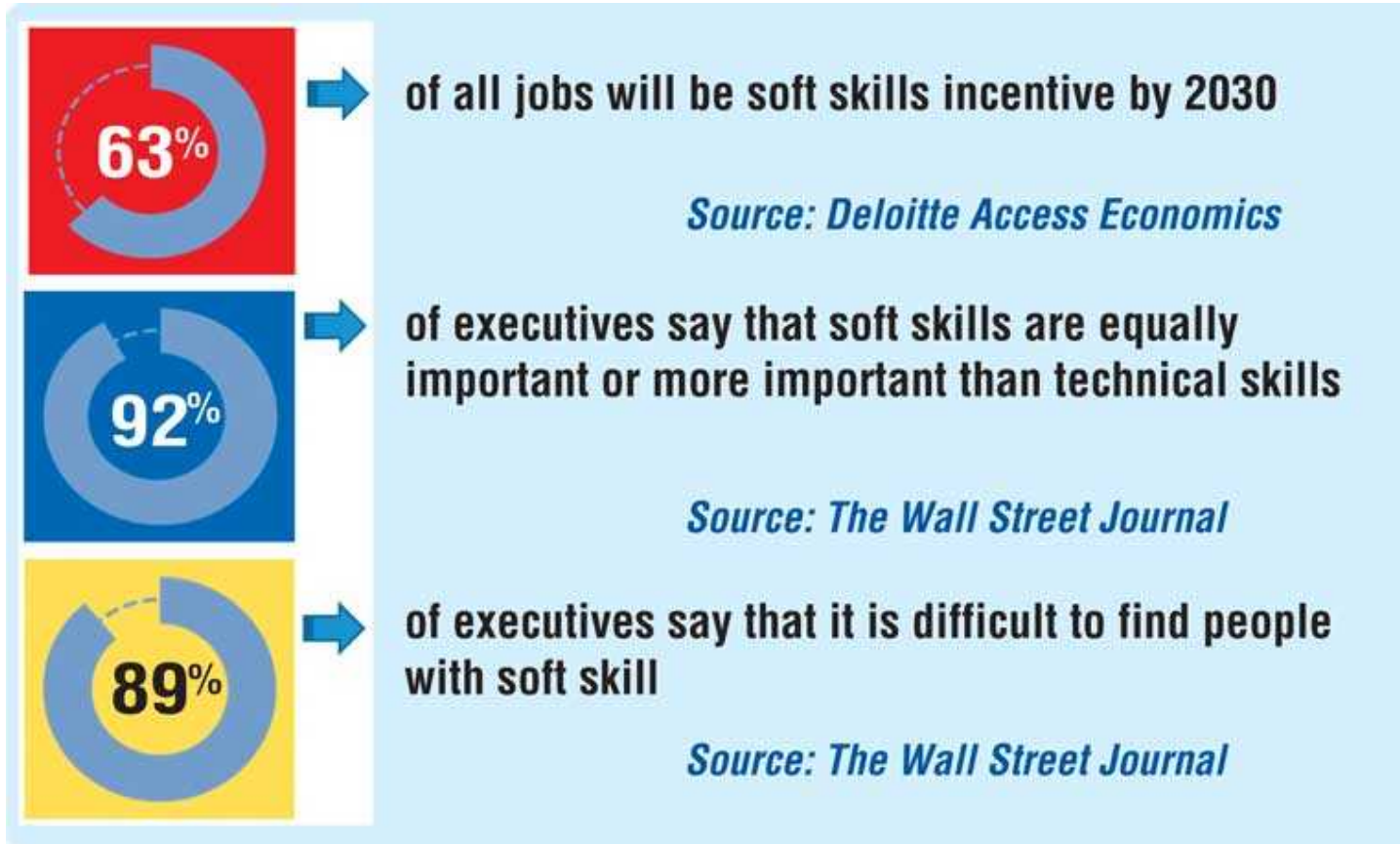


Importance of Soft Skills

What are soft skills?

- Cluster of personal qualities, habits, attitudes and social graces that make someone a good person and employee and compatible to work with
- Personal attributes that enhance an individual's interactions, job performance and career prospects





What are Employers saying about Soft Skills?

Three Major Employer Expectations

- **Dependable**-Employers expect employees to show up to work on time and be honest and reliable and get their work done
- **Professionally dressed and groomed**-Employers expect employees to be clean, neat, and professional in their appearance and follow dress codes
- **Skilled**-Employers expect employees to have the necessary training, experience, skills and credentials to do the job





Manage Time & Technology Well While on the Job

It's easy to abuse technology. The phone and computer are right there. You're not hurting anyone by using them for your personal contact, right? WRONG

- This is another form of theft from the employer if you spend your time managing your personal life on the cell phone, computer, or by texting throughout the day
- Limit personal calls while at work (4 incoming and outgoing calls)
- Schedule phone calls during your break or lunch hour
- Phones should be on vibrate so as not to bother others

Resources for Career Success

CSUDH Virtual Career Center

Monday – Friday 10:00 a.m. – 4:00 p.m.

- Resume Assistance
- Interview Coaching
- Receive Job Hunting Tips and Recommendations
- Proper Business Etiquette
- Explore International Job Opportunities

