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

CONTENT CREATORS
- Shoutcasters
- Broadcasting
- Coaches
- Analysts

EVENT ORGANIZERS
- IT Support
- Advertising
- Operation Management
- Theory Crafters

BUSINESS DEVELOPMENT
- Marketing
- B2B Partnerships
- Corporate Sponsors
- Legal

GAME DESIGNERS
- Software Developers
- Game Design
- Streamers
- Graphic Design
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
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

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

- 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
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
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?

- 63% of all jobs will be soft skills incentive by 2030
  
  *Source: Deloitte Access Economics*

- 92% of executives say that soft skills are equally important or more important than technical skills
  
  *Source: The Wall Street Journal*

- 89% of executives say that it is difficult to find people with soft skill
  
  *Source: The Wall Street Journal*
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