

PARANJAY AGARWAL



paradiddle.space



[@Paradiddle](https://twitter.com/Paradiddle)

THINKER, DOER

+91-9836928097



wordsonwings1@gmail.com



Work Experience

KGeN - DEC 2024 - PRESENT

AI X GAMING

Leading GTM, and partnerships for our LLM specialized for gaming and trained on our proprietary data of 300M attributes spanning across 13M gamers

KGeN - AUG 2022 - PRESENT

HEAD OF COMMUNITY

- Built and lead our novel Clan Chief Program from scratch which today consists of over 20,000 Clan Chiefs, commanding a cumulative community of 500k Active gamers, across several countries. This network delivers over 200k USD in revenue every month through campaigns and activations alone.
- Managed a direct team of 30+ people. Set up workflows, SOPs, ops flows, processes, incorporated tools to improve team's productivity.
- Ensured cross functional collaboration with different verticals such as product, and marketing, BD, and game success. Helped shape the product we have today based on consumer insights.
- Led successful expansion into Nepal, Bangladesh, and Bahrain
- Hosted offline and online events in almost every city to engage and retain existing members
- Set up our Gaming Cafe program. 100 activated cafes, 70% avg increase in occupancy. Game Testing program: 1200 active testers, 200 products and games successfully tested.
- Led our creator strategy and end-to-end operations for KOLs, including delivery.
- Ensured avg MoM retention of above 70% for Clan Chiefs, avg 50% MoM retention for gamers completing >1 quest on the platform, and 80% retention for gamers completing >2 quest on the platform

CRYP SO - FEB 2022 - JULY 2022

HEAD OF OPERATIONS

APNA (India's Fastest Unicorn) - JAN 2020 - JAN 2022

Founding team - Community and New initiatives

- User research / Insight generation
- Liaison between users and product
- Ideating, Executing and Managing all 0-1 community projects
- Voice of the users with a seat at the table on their behalf Community building, engagement, management, Skilling related experiments / Monetisation

Founder and CEO - Wanderwall Cafe (2019-2020)

- Bootstrapped FnB cafe (Top 10 in Kolkata for Breakfast)
- Operationally break-even within a year
- Shut down due to covid

Team Captain - Entity Gaming (Smite)

- Captained and coached my team to victory (Asian regional champions of 2017)
- Led the team to the world championship in ATL, US. Only asian team to do so that year. First Indian ever to represent the country in a world championship of an e-sport