

PARANJAY AGARWAL



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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 - SEPT 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 3 countries. This network delivers over 350k USD in revenue every month through campaigns and activations alone.
- Manage a direct team of 30+ people and an indirect team of 1000+ individuals and ensure our % rate of growth increases MoM. Setting up workflows, SOPs, ops flows, processes, tools to improve team's productivity.
- Ensured cross functional collaboration with different verticals such as product, and marketing, and game success. Helped shape the product we have today based on consumer insights and learning. UI, UX, FTUE, Quest journey.
- Hosted offline and online workshops in almost every city to engage and retain existing members
- Set up our Gaming Cafe program, and successful expansion into Bangladesh, Nepal, and Brazil
- Ensured avg MoM retention of above 70% for Clan Chiefs, avg 50% MoM retention for gamers completing <1 quest on the platform, and 65% retention for gamers completing >1 quest on the platform

CRYP SO - FEB 2022 - JULY 2022

HEAD OF OPERATIONS

APNA - JAN 2020 - JAN 2022

PRODUCT, COMMUNITY, 0-1 PROJECTS , USER RESEARCH

- 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

TEAM CAPTAIN - ENTITY GAMING

PLAYER AND CAPTAIN | MAR 2016 - JAN 2020

- 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