

Aditya Kumar (Captain Cross)

Influencer Marketing | Creator & Talent Partnerships | Brand Activations

New Delhi, India | hello@captaincross.net | <https://captaincross.net> | <https://www.linkedin.com/in/captaincross>

Open to full-time and contract roles: remote worldwide, or hybrid in Delhi NCR

PROFESSIONAL SUMMARY

Influencer marketing and creator partnerships operator with over seven years across gaming, esports, cosplay and fandom communities in India and SEA. Samsung India's sole cosplay and creator talent partner via their activation agency, re-booked for four #PlayGalaxy Cup editions across 2024, 2025 and 2026 without a re-pitch. Runs Captain Cross Consultancy, delivering creator campaigns and live activations for Samsung, AMD, Lenovo, Intel, Garena, Epiko and Ampverse. Agency-side at Maverik Metacast (2023 to 2024), ran influencer and cosplay campaigns inside the agency's campaign portfolio, which totalled 1B+ impressions and 100M+ reach. Career-wide, 156K+ combined live event footfall. Also the talent: Twitch Affiliate, active cosplayer and semi-pro Call of Duty: Warzone player.

PROFESSIONAL EXPERIENCE

Independent Consultant, Creator Campaigns & Live Activations

Captain Cross Consultancy | Remote, New Delhi | Dec 2022 - Present

Full-time since Sep 2025.

- Sole cosplay and creator talent partner for Samsung India's #PlayGalaxy Cup, re-booked through Samsung's activation agency for four editions (Jul 2024, Jan 2025, Jul 2025, Feb 2026) without a re-pitch: four creators per edition, sourced, contracted and deployed remotely from sourcing to on-ground execution, with talent on Samsung India's official livestream
- Designed and ran the AMD GameOn flagship cosplay competition at IndiaJoy 2025, HICC Hyderabad (1-2 Nov 2025), and hosted and judged it on stage across both days: 50+ cosplayers across two genres, a Rs 1,00,000 prize pool, 20,000+ event footfall (AMD's figure), livestreamed on YouTube
- Ran and judged the Lenovo Tech World India cosplay competition on stage at two consecutive editions, Mumbai (Mar 2025) and New Delhi (Feb 2026), and for 2026 also built and marketed it, taking 50+ registrations to 15 finalists; an invite-only flagship event broadcast on Lenovo's channels
- Delivered Lenovo and Intel cosplay activations at Comic Con Delhi (5-7 Dec 2025, on the ground) and Comic Con Bengaluru (20-21 Dec 2025, fully remote, two weeks after Delhi), sourcing and managing the talent on Lenovo's booth, with 50,000+ event footfall at each
- Designed and ran the Ampverse College Rivals Season 3 Cosplay Invitational, NESCO Mumbai (22 Mar 2026): wrote the format, the 50-point rubric and the Rs 50,000 prize structure, shortlisted 25 finalists from 100+ registrations, turned 2,603 voting-link clicks into 1,400+ recorded votes in five days, and funded an independent judging panel
- Ran the cosplay talent remotely for a ten-campus Garena Free Fire MAX x Jujutsu Kaisen launch tour across Delhi NCR and the Mumbai region (Jan to Feb 2026), one artist per campus, 2,400 to 4,000 attendance per campus
- Supplied and ran 10 costumes and 10 talent inside the WAVES Cosplay Championship at WAVES Summit 2025, Mumbai (client Epiko): four days, run remotely from Delhi with one team member on site
- Ran a solo four-creator World of Warships campaign (May 2024), driving sign-ups through a tracked code
- Own campaign P&L end to end: pitching, budgeting, rate negotiation, talent confirmations and invoicing

Senior Business Development Executive (Contract)

GlitchOver | Remote | Apr 2025 - Aug 2025

- Led a seven-member outreach and research team during early-stage growth
- Built and managed a 2,000+ creator and partner pipeline in ClickUp, working with creators, influencer management companies, esports organisations, KOL agencies and advertising agencies
- Ran 50+ product demos and onboarded 10+ partners within the five-month contract

Brand Manager (Contract)

Reelax | Remote | Nov 2024 - Mar 2025

- Joined as Customer Success Manager; promoted to Brand Manager within 8 weeks
- Closed five B2B client partnerships within four months through outbound and relationship management
- Managed end-to-end influencer campaigns from planning to reporting with influencer management teams, and built influencer marketing plans for businesses new to it
- Standardised the outbound playbook and outreach workflows in TeleCRM

Influencer Project Manager

Maverik Metacast | Bengaluru | Jul 2023 - Jun 2024

- Ran influencer and creator campaigns for Intel, Lenovo, Dell and Alienware, Riot Games, Amazon, ViewSonic, BenQ, AOC, Sony PlayStation and Micron, inside a campaign portfolio that totalled 1B+ impressions and 100M+ reach during my tenure; sole lead of the agency's cosplay vertical
- Amazon Great Indian Festival 2023: ten gaming creators, reported at 4.2M views, 20M impressions, 125K link clicks
- Amazon Great Summer Sale 2024 (2-7 May 2024): 15+ live-commerce creators, each briefed on the star products
- ViewSonic always-on programme (Q3 2023 to Q2 2024): owned the content calendar, grew the roster from four creators and two esports teams to six creators; Feb to Mar 2024 report: 10M+ impressions, 5M+ views, 13K+ clicks
- Riot Games VALORANT Convergence India 2023 (14-17 Dec 2023, Bengaluru): managed the cosplay artists and influencers on site at Riot's first international VALORANT event in India, 10,000+ attendance
- Intel Gamer Days 2023: sourced the creator line-ups for four LAN events in three cities; designed, judged and ran the cosplay competitions there and at Lenovo Rise of Legion, Kolkata (Oct 2023)
- Intel Ambassador Program 2024: shortlisted 10 PC gaming creators; Intel picked seven for year-long contracts
- Sourced and managed creator and cosplay talent on brand booths across five Comic Con editions (Nov 2023 to Apr 2024), including Alienware's creators at Hyderabad, reported at 1.7M+ impressions across three creators
- Also ran Dell Alienware store activations (135K views, 190K impressions across three stores), a BenQ MOBIUZ review campaign (175K+ impressions, 4K+ link clicks), ASUS ROG ROGverse creator store visits (Bengaluru, late 2023 to early 2024) and the College Rivals Season 1 cosplay competition (390+ registrations in six days), and sourced the creators for Lenovo's store meet-ups in Bengaluru (Sep 2023)
- Drafted the agency's cosplay talent contracts and statements of work, onboarding eight cosplayers; contracted five streamers for Micron's always-on programme

Co-Founder & CEO

Entrare Esports | New Delhi | Sep 2021 - Mar 2023

- Built esports operations from zero (SOPs, onboarding, training) for 30+ athletes and 15+ creators and cosplayers; signed and managed an all-female VALORANT roster that competed in international SEA tournaments

Content Creator & Streamer

Captain Cross (self-employed) | Remote, New Delhi | Feb 2020 - Aug 2021

- Grew a gaming and cosplay audience on Twitch and YouTube as Captain Cross; still a Twitch Affiliate

Senior Community Manager

BlueStacks | New Delhi, India (remote) | Feb 2019 - Feb 2020

- Grew BlueStacks India's Discord from under 1,000 members to 150,000+; the server passed 200,000 within three months of my exit and still shows over 214,000 members five years after it was wound down
- Recruited, trained and led a 12-member moderation team; ran 120 tournaments in under 24 hours with 14 staff

EDUCATION

Bachelor of Technology (B.Tech), Computer Science and Engineering | Maharaja Agrasen Himalayan Garhwal University (MAHGU), Uttarakhand | 2022 - 2025

Diploma, Computer Science and Engineering | Maharaja Agrasen Himalayan Garhwal University (MAHGU), Uttarakhand | 2019 - 2022

AWARDS

- Gigabyte Aorus "Voice of Gaming" Crusader, 2019: one of ten selected across India
- Nvidia Presenter, 2022: presented to system integrators on gaming technology and social media aimed at gamers

LANGUAGES

Hindi and English (native), Japanese (beginner)

TOOLS

ClickUp, TeleCRM, Meta Business Suite, Photoshop, Premiere Pro, DaVinci Resolve, Canva, Claude, ChatGPT, Gemini

VERIFIABLE PROOF

- Samsung #PlayGalaxy Cup 2026 livestream, talent on screen: <https://www.youtube.com/live/SAN-CIOcNqw?t=7164>
- AMD GameOn 2025, on stage: https://www.youtube.com/live/_XLQ3l4HEU?t=11047
- Lenovo Tech World India 2026, on stage: <https://www.youtube.com/live/6doM66a39rs?t=22384>
- College Rivals Season 3 Grand Finale: <https://www.youtube.com/live/h94C6h4i-Oo?t=12717>
- VALORANT Convergence India 2023 broadcast: <https://www.youtube.com/live/BzX80Qp4Ht8?t=23533>
- Campaign files: <https://captaincross.net/work>