

Rishabh Kumar

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Professional Summary

High-performance Strategic Marketing and Event Operations expert with 5+ years of experience in scaling media firms, orchestrating national-level campus fests, and architecting community growth for top-tier digital brands. Proven specialist in celebrity coordination, large-scale technical production, and creator economy distribution. Expert in building and leading multifunctional student and professional teams to execute high-impact brand activations.

Core Competencies

Mega-Event Operations (3k+ participants), Social Media Growth Strategy, Celebrity & Artist Management, Community Architecture (Discord/WhatsApp), Multi-brand Sponsorship Acquisition, Influencer Marketing, Creator Activation, Production Logistics.

Professional Experience

Alacrity Digital Entertainment (Carryislive) | Freelance Discord Manager | Mar 2023 - Present

- Moderating and architecting high-volume digital communities for one of India's largest live-streamers (Carryislive).
- Executing community retention strategies and managing audience interaction for live entertainment events.
- Implementing moderation automation and server safety protocols to maintain high engagement standards.

Quincord Media | Founder & CEO | May 2021 - Present

- Architected a 360-degree media agency focused on influencer marketing and brand scaling; managed campaigns for top digital creators.
- Orchestrated end-to-end campaign execution, from sponsorship outreach to content distribution and analytics tracking.

Brainstorm (Amity Society) | Founding President | Nov 2022 - Mar 2025

- Founded and built the society from the ground up, directing operational frameworks and mentoring a high-performance student execution team.
- Successfully conducted 4+ high-impact events, including the flagship "Amiground" gaming tournament and showcase.

Multiply.onl | Growth Associate - North India | Nov 2025 - Dec 2025

- Led regional creator onboarding for the North India market, focusing on user activation and DAU (Daily Active User) scaling.

Curious Media | SMM Manager | Aug 2023 - Oct 2023

- Established execution systems for newly launched social media verticals and supervised high-frequency marketing campaigns.

Rusk Media | Career Progression (3 Roles) | Apr 2021 - Aug 2023

Associate Marketing + Discord Functions (Apr 2023 - Aug 2023)

- Led community growth, retention strategy, and live audience engagement for Playground Season 2 across Discord and YouTube broadcasts.
- Managed high-volume live chat moderation, community retention workflows, and episode-based push notification journeys.
- Worked with the direction and production teams to contribute creative task ideas, engagement mechanics, and show integration concepts.
- Supported marketing and community amplification for multiple entertainment properties released under the Rusk ecosystem.
- Continued scaling Rumble's engagement ecosystem through community-led growth strategies and performance-based participation models.

Associate Social Media Marketing (Apr 2022 - Mar 2023)

- Led Discord community management and audience engagement for Playground Season 1, including live watch engagement, push notifications, and episodic retention activations.
- Managed real-time YouTube broadcast chat operations during live streams and show episodes.

- Designed and executed gamified community strategies for Rumble, using Discord, WhatsApp micro-groups, reward-led mechanics, and retention campaigns to improve DAU and repeat participation.
- Coordinated with the Instagram and social teams to align community events, content drops, and app-led growth pushes.
- Conceptualized and directed Playground: Server Wars, a fully digital mini-show built around server collaborations, barter partnerships, and audience-led engagement.

Social Media Marketing Intern (Apr 2021 - Apr 2022)

- Started by managing the Instagram presence of AIRight, contributing to content publishing, community interactions, and early social growth initiatives.
- Supported cross-platform marketing for entertainment IPs under the Rusk banner through content coordination and audience engagement formats.
- Contributed creative ideas for digital content rollouts, show-led campaigns, and platform-specific engagement strategies.

The Blunt | Social Media Executive | July 2021 - Aug 2021

- Managed social accounts and executed growth strategies for the creative media house based on trend analysis.

Ikhtilabel | Social Media Manager | Nov 2020 - Apr 2021

- Led end-to-end Instagram/Meta operations including content production and professional color grading.

Key Projects & Mega-Event Operations

AIU UNIFEST / Amity Utsav 2025 | Overall Coordinator (National Festival) | 2025

- Directed national-level event operations for 3,500+ participants across 6 simultaneous venues.

Amiground (Amity Youth Fest 2023) | Student Coordinator | Mar 2023

- On-ground implementation of a multi-brand tied-up Gaming Showcase and tournament event.

Amity Youth Fest 2022 | Celebrity & Tech Head | Mar 2022

- Led celebrity coordination and promotional logistics for the film Attack featuring John Abraham.

Amity Youth Fest | Overall Coordinator (AYF 2024) | Mar 2024

- Directed a 200+ member operations team for one of India's largest university festivals.

Education History

Amity University Online | BAJMC (Arts in Journalism and Mass Communication) | Jan 2023 - Present

Amity University Noida (ASET) | B.Tech CSE (Computer Science Engineering) | Sep 2021 - June 2023

Rainbow Public School, Bokaro | 12th CBSE (Management & Marketing) | Apr 2019 - Aug 2021

Delhi Public School, Bokaro | 10th Board (PCMB + PE) | 2006 - 2019