

Adam Lopez

SCHOLASTIC ESPORTS EXPERT



Education



2013 - 2017
B.A. INSTR. MUSIC ED.

CSU Long Beach

2017 - 2018
SS TEACHING CREDENTIAL

CSU Long Beach

PROFESSIONAL SUMMARY

Highly accomplished Esports Program Director and Collegiate Consultant with over seven years of experience developing, managing, and scaling scholastic esports initiatives. Proven expertise in leading diverse esports teams, implementing leading collegiate esports practices, hosting community events, and driving measurable student success in both competitive performance and career readiness. Skilled in recruiting student-athletes, coaching high-performing teams, designing strategic game plans, creating community, and fostering extensive regional & industry partnerships aligned with workforce development goals. Seeking to leverage proven success in program development, sponsorship cultivation, and familiarity with broadcasting/event production, alongside strong leadership, program management, and communications skills to serve as a scholastic esports expert for schools.



Experience

2022 (July) - Present

Owner & Community College Esports Consultant

Adam Lopez Esports

- *Designed long-range program roadmaps that tied esports expansion directly to college enrollment, engagement, retention, athletics, and workforce-development priorities.*
- *Curriculum Integration: Developed curriculum and provided strategic consultation for new academic courses, including ATH 030 Intercollegiate Esports and Esports Dual Enrollment Summer Entrepreneurship academy class to be offered at Evergreen Valley College.*
- *Partnerships: Facilitate partnerships with major gaming & esports organizations such as Epic Games, NASEF, Gen.G, Unified Esports League, Red Bull Gaming Hub, and Corsair establishing partnership deliverables and, in some cases, facilitating MOUs.*

2021 - 2023 (Dec.)

Esports Coordinator (Founder) | Part-Time Athletics Professor

Irvine Valley College

- *Collegiate Esports Development: Led the initial establishment and expansion of the IVC Esports program, achieving a nationally recognized proof of concept in the community college esports space focused on community, careers, and competition while collaborating with the School of Kinesiology, Health & Athletics dean, faculty, and staff to support the program and it's students.*
- *Coaching & Competitive Success: Recruiting both high ranking and all ranking competitors for Varsity and Academy rosters across multiple titles (Valorant, League of Legends, Overwatch, Smash Bros., Rocket League, Teamfight Tactics, CS:GO, Rainbow 6, Guilty Gear, Fortnite, and FIFA), resulting in:*
 - *Meeting minimum requirements for class size and growing enrollment to class cap of 72 students by our 4th semester.*
 - *Effectively manage student enrollment, grades, tournament registration & student verification, practice schedules, match recordings, jersey distribution, and more.*
 - *Competitive Success: Winning the largest college-hosted LAN in Southern California (UCR's Highlander Con Fall 2023), founding the only women/non-binary collegiate Valorant team to qualify for the professional group stages of Riot Games' official Game Changers professional league and winning a local \$5,000 professional women's tournament, League of Legends 2nd Place Collegiate So Cal Summer Splash 2021, 2nd Place at Loyala Marymount LoL LAN Fall 2022, first non-scholarship community college to qualify for Division 1 College CoD (Top 32 Nation), highest competitive performance ranking in Southern California for Collegiate Valorant (Fall 2023), Rainbow6 1st Place at SDSU Aztec Games 2022, 1st Place Guilty Gear So Cal Collegiate League.*
 - *Coaching athletes and ecosystem leaders on techniques for academic success.*
- *Event Coordination & Student Engagement: Orchestrated the planning and execution of numerous high-impact events, including the IVC Esports Grand Opening (150+ attendees, 3 concurrent tournaments), Splatoon 3 launch party, the Orange County Fighting Game Friday Night Weekly (50+ competitors), Girl Gamer Night, Valorant High School League Spring 2021, OCCUE Esports Educators Summit, and Collegiate Rocket League tournament that secured over \$3,500 in sponsored prizing that led to fostering an inclusive community made of gamers of diverse interests.*
- *Organized Team Trips: Organize attendance of invite-only Riot Games exclusive networking event and mixer party for students and industry leaders, SDSU Aztec Games Fall 2022 team bussing, Highlander Con Spring 2022, Fall 2022, & Fall 2023, Red Bull Collegiate Summit, ViewSonic office tour and pre-market hardware testing, supporting authentic leadership & career development opportunities.*
- *Represent IVC in the National Junior Collegiate Athletics Association Esports league, the National Association of Collegiate Esports league, and more, while maintaining compliance with league policies.*

- *Gaming & Esports Arena Management: Oversee the development and management of the \$350,000 IVC Laser Esports Arena that received 4.9 stars on google reviews and was referred to as “ perfect “ by a Riot Games VCT Social Media manager. Provided strategic consultation and collaborated with IT to develop the arena design, recommending hardware and layout of the arena design aligned with long-range program roadmaps, and ensuring high-performance systems. Secured \$40,000 in equipment sponsored discounts. Supervised and mentored federal work-study student staff (including event hosts, marketers, and broadcasters), fostering leadership development and meeting the university mandate to supervise student interns for marketing and promotion.*
- *Managed and tracked operational program budget (including equipment and staff) while securing over \$3,500 in sponsored prizeing for tournaments and events, ensuring alignment with fiscal policies.*
- *Organize marketing, branding assets, partners, and outreach efforts for esports events and recruitment.*
- *Ensure students awareness of local & online industry opportunities including internships, workshops, events, and more, leading to authentic, community/industry connected, learning experiences for gaming adjacent, and ambitious, students.*

2020 - 2022

CTE Taskforce Esports Specialist (2 \$500 Special Assignment Contracts)

Orange County Department of Education

- *Advised over 50 Orange County education faculty, staff, and administration four times annually on integrating esports to promote career education goals and serve as a powerful vehicle for learning.*

2019 - 2020

Esports Curriculum Developer

Irvine Unified School District

- *Developed a blended learning middle school esports course to be offered as an extra-credit course at the Creekside Education Center for any IUSD enrolled middle school student centered around social-emotional learning, project-based learning, and career education.*

2018 - 2019

Student Teacher / Esports Club Advisor & Coach

Woodbridge High School

- *Advised and coached a new High School esports program to NASEF 2018 High School Overwatch National 4th Place and NASEF 2019 High School League of Legends Playoff Birth while student-teaching.*

2017 - 2018

LoL Player & Coach / Community Event Staff

CSULB Esports and Gaming Association

- *Practiced/coached 4 hours a week with/for the Division 2 League of Legends team.*
- *Setup hardware, floor plans, IT, and broadcasting for events.*

2010

World of Warcraft Sponsored Player, Coach, and Content Creator

Arena Pwnage

- *32-17 on ESL Pro Only Invite Tournament Realm*
- *Maintained Rank 1 World Discipline Priest in arenas for a week as team in-game leader/shot-caller.*
- *Coached clients on how to improve performance in arenas through 1-on-1 lessons and video instruction.*



Achievements

Education Achievements

Ed Tech Magazine's - The 2021 Dean's List: 30 Higher Ed IT Influencers Worth a Follow

Gaming Achievements

Magic the Gathering ranked top 200 world drafter (Magic Arena) and Kingslayer Team Sealed Champion 2019, League of Legends S7 Diamond Top/Support, World of Warcraft S5,6,7 (Rank 1 World),8, 9, & TBC Classic Gladiator.

References Available Upon Request