

# Lloyd Gauld

Edinburgh · 07845 728112 · mail@lloydgauld.com

---

## PROFILE

---

A driven and commercially aware Business Management with Marketing student (Edinburgh Napier University, graduating 2026), with an esports background, including being a professional Rocket League player and working in team management within esports, also with practical marketing and sales experience. Proven track record of leading teams, managing complex operations, and delivering measurable results under pressure. Combines strategic thinking and digital marketing expertise with leadership.

## EDUCATION

---

### BSc (Hons) Business Management with Marketing

2022 – 2026

*Edinburgh Napier University*

### HNC Civil Engineering

2018 – 2019

*Edinburgh College*

### Scottish Highers

Business Management · Economics · Physics · PE · Graphic Communication · Maths · Computing Science 2012 – 2018

*Currie Community High School*

## WORK EXPERIENCE

---

### Rocket League Coach

July 2024 – Present

*Roehampton University*

- Led the squad to win the University Rocketeers which is the highest-level university esports tournament in Europe and the National Student Esports on two consecutive occasions, the highest-level of UK university esports competition, significantly improving on past results.
- Designed and delivered structured training sessions focused on individual skill development and team strategy, measurably improving player performance.
- Conducted in-depth gameplay analysis to identify performance gaps and delivered targeted, actionable coaching feedback.
- Aligned development goals with university programme objectives, building a results-driven team culture.

### Independent Coaching

- Built and managed an independent Rocket League coaching business across Discord and Metafy, developing a client base through personal branding and community engagement.
- Produced personalised video analysis and custom training plans, managing clients over extended periods to deliver consistent, measurable improvement.

### Marketing & Social Media Intern

April 2025 – August 2025 (Part of University Course)

*Fin Jackson Audio*

- Managed all social media channels end-to-end; produced, edited, and published video content using DaVinci Resolve to grow brand visibility.
- Leveraged HotJar, website analytics tools, Wix Studio, and Meta Business Suite to monitor performance, analyse user behaviour, and optimise digital campaigns.

- Helped within the full content pipeline from creative ideation through production to publishing, delivering consistent engagement growth.

### Sales Assistant

November 2022 – June 2024

O2

- Consistently exceeded sales targets by delivering personalised customer experience and efficiently resolving technical queries.
- Built strong customer relationships by identifying individual needs and recommending solutions.
- Developed deep product knowledge of consumer technology, using this to enhance the customer journey and contribute to team targets.

### Esports Team Manager

December 2020 – March 2022

Rix.gg

- Oversaw all team logistics, scheduling, and tournament operations, ensuring seamless management of a professional esports roster.
- Cultivated a positive team culture, proactively addressing player wellbeing and motivation to boost performance and retention.
- Partnered with senior management to identify and resolve operational challenges, improving team cohesion and performance.

### Junior CAD Technician

September 2019 – September 2020

Amey

- Streamlined project workflows through efficient CAD practices, reducing design review cycles and improving delivery timelines.
- Collaborated with contractors to identify design flaws early and implement effective solutions.
- Gained valuable commercial awareness through active participation in project meetings and infrastructure business decisions.

### General Assistant

August 2017 – September 2019

Iceland Foods

- Optimised stock management processes, significantly reducing delivery processing times and improving warehouse efficiency.
- Developed early commercial awareness by engaging with management on retail operational and business decisions.
- Thrived in a fast-paced, high-volume environment, demonstrating strong resilience and sustained focus on quality.

## SKILLS AND TOOLS

---

**Digital Marketing:** Meta Business Suite, HotJar, Wix Studio, Website Analytics, Social Media Strategy & Management

**Content Creation:** DaVinci Resolve (Video Editing & Post-Production), Personal Website Development

**Business & Productivity:** Microsoft Office Suite, GitHub, AutoCAD

**Esports & Sport:** Former Professional Rocket League Player, Competitive Team Coaching, Tournament & Roster Management

## INTERESTS & ACHIEVEMENTS

---

**Esports:** Former professional Rocket League player. Founded and managed an independent coaching community, building a dedicated following and establishing a recognised personal brand within the competitive Rocket League scene.

**Football:** Active 11-a-side player, maintaining a strong commitment to team sport, discipline, and physical performance.

**International Travel:** Backpacker across the Balkans, Southeast Asia, and China: demonstrating adaptability, cultural intelligence, and a global perspective.