

Mykyta Babych

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Experience

Esports World Cup Foundation (EWCF) / Esports Nations Cup | Poland (remote)

→ National Team Manager – Ukraine (part-time)

FEBRUARY 2025 - PRESENT TIME

- Leading national team operations and preparation across multiple esports disciplines for international competition.
- Coordinating communication and decision-making between federation leadership, players, coaches, esports clubs, tournament organizers, and external stakeholders.
- Supporting roster selection, player readiness, planning, logistics, and compliance with competition regulations.
- Helping build a structured and professional representation of Ukraine within an international esports environment.
- Translating the needs of players, clubs, and organizers into operational actions, timelines, and ownership across stakeholders.

Natus Vincere | Warsaw, Poland (remote)

→ Team Manager

FEBRUARY 2025 - DECEMBER 2025

- Managed esports team operations and international event logistics within a tier-one competitive environment, supporting players and staff across multiple regions.
- Worked closely with Marketing and Partnerships teams on branded activations, sponsor integrations, media obligations, and content-related deliverables.
- Coordinated player contracts, media duties, sponsor commitments, and event requirements to ensure alignment between team needs and partner expectations.
- Acted as a key liaison between players, coaching staff, management, commercial teams, and external partners.
- Supported end-to-end international event execution, including travel, visas, accommodation, budget control, scheduling, and on-site operational coordination.
- Built hands-on understanding of player routines, team dynamics, tournament ecosystems, and the conditions required for authentic and executable brand partnerships.

4RABET | Warsaw, Poland (hybrid)

→ VIP Account Management Team Lead

JUNE 2024 - FEBRUARY 2025

- Restructured a high-value customer program, developing segmentation models based on lifecycle stage, behaviour, GEO, value potential, and risk profile.
- Built and led a team of ~13 Account Managers, establishing onboarding, service standards, and performance frameworks for long-term relationship management.
- Partnered with CRM and Marketing on targeted campaigns, tournaments, seasonal activations, and personalised engagement flows.
- Developed premium customer initiatives through tailored rewards, exclusive access, and targeted offers.
- Reduced churn in top-value segments from 14% to 9% and increased GGR by 7% through segmentation, A/B testing, and lifecycle optimisation.
- Worked cross-functionally with Product, Payments, Risk, and Marketing to align commercial initiatives with customer needs and business goals.

Growe | Warsaw, Poland (on-site)

→ VIP Support Team Lead

SEPTEMBER 2023 - MAY 2024

- Audited and redesigned VIP support operations with a focus on process scalability, efficiency, and customer experience quality.
- Shifted KPI strategy from speed-only metrics to a balanced quality + efficiency model, improving retention and satisfaction.
- Optimized workforce planning and operational costs, reducing expenses by ~5% without sacrificing service quality.
- Implemented new service standards and escalation frameworks tailored to different customer tiers and regions.
- Collaborated with Product and Payments teams to resolve region-specific issues (India, LATAM), strengthening cross-regional alignment.

Welltech | Kyiv, Ukraine (Remote)

→ Customer Support Group Manager (L&D and Quality Control)

DEC 2023 - MAY 2024

- Built Learning & Development and Quality Control functions from scratch, creating scalable frameworks and automated processes.
- Designed training programs using modern learning methodologies, significantly increasing engagement and performance outcomes.
- Partnered with senior leadership to align learning, quality, and performance initiatives with broader business goals.
- Used qualitative and quantitative insights to continuously improve team performance and operational standards.

→ Customer Support Team Lead (Learning and Development)

NOV 2021 - DEC 2023

→ Customer Support Specialist

NOV 2020 - NOV 2021

Education

SEPTEMBER 2015 - DECEMBER 2021

Taras Shevchenko National University Of Kyiv, Kyiv, Ukraine

Law (Master's degree)

Software Skills		Languages	
PowerPoint / Google Slides	Very Good	English	Advanced
Google Sheets / Excel	Very Good	Ukrainian	Native
Monday.com	Very Good	russian	Fluent
Jira/Confluence	Very Good	Polish	Low Intermediate
Salesforce	Good		
Figma	Good		
Canva	Good		
N8N	Good		

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