

VAIBHAV VIJAY

Casino Manager

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iGaming operator with **7+ years** running **live and RNG casino operations** for Indian players on **MGA licensed** brands: game lineup and lobby, provider relationships, **UPI and IMPS payments**, KYC, AML and responsible gambling, bonus and seasonal promotions, VIP and support, with **full P&L ownership** of NGR, GGR, retention and churn, backed by hands on CRM and performance marketing

WORK EXPERIENCE

OptiServ Consulting (Rooster Partners) | Customer Experience & Growth Manager

Hyderabad | Dec 2025 to Present

- Run casino operations across **SoftSwiss** casinos (Lucky7even, Rooster.bet, PlayMojo, Fortuneplay, Spinjo, RocketSpin, etc): deposit and withdrawal flows, KYC queues, bonus queries and VIP handling
- Lifted deposit and withdrawal conversion by **25%** via proactive triggers for failed deposits, pending cashouts and KYC nudges
- Built an India based Support and CX team of **15+ agents** from scratch with SOPs, QA scorecards and escalation workflows; first response time down **40%**, resolution time down **30%**, CSAT **90%+**

KPAX Marketing | Casino Manager (India)

Cyprus (Remote) | Oct 2021 to Nov 2025

- Owned day to day casino product operations for **MGA licensed** LuckyNiki and WinningKings across slots, live dealer and table games; scaled to **\$2.5M to \$3.5M+ annual NGR** within 9 months
- Launched **WinningKings** end to end for Indian players: product spec, pre and post login UX, game lineup and lobby, payments (UPI, IMPS, cards), app store approvals and GTM
- Shaped the game lineup and lobby around what Indian players actually play across slots, live dealer and Indian table games, placing titles on GGR per game vs theoretical, return rate and cross category play
- Tracked NGR, GGR, hold, FTD conversion, retention and churn on daily dashboards and a monthly P&L, reading hold on rolling windows
- Ran offer ops and planned promotions with marketing around festivals and cricket season: repeat deposits **+15 to 25%**, LTV **+10 to 20%**, churn down **8 to 12%** via VIP vs regular segments, deposit tiers and behavioural triggers
- Kept cash bonus cost at **10 to 18% of GGR** through wagering rules, game weighting, max bet limits and cohort pricing; grew player LTV from **\$70 to \$350** and cut payback from **5 to 3 months**
- Payment gateway routing across UPI, IMPS and cards: deposit acceptance **+5 to 8 pp**, FTD conversion **+8 to 12%**; owned withdrawal approval thresholds and KYC before payout flows
- Owned MGA compliance, KYC and AML controls, responsible gambling tools and fraud and bonus abuse rules with the risk team, including blocking play from restricted Indian states
- Improved registration to deposit conversion by **~20%** (5% to 6%) via KYC guidance, offer and UX tests on landing pages and social proof; adapted content and rupee bet limits for Indian users
- Onboarded **35+ affiliate networks** on CPA and RevShare at CPA under **\$100**, contributing 25 to 35% of new revenue; scaled Apple Search Ads to CPA under **\$4** and ASO rank #180 to #1

Ekatra Collective | Performance Marketing Manager

Jaipur | Dec 2020 to Oct 2021

- Drove demand via Meta and Google Ads, affiliate seeding and Email and WhatsApp CRM to grow repeat and corporate gifting revenue

ThinkQuant | Associate

Gurgaon | Feb 2019 to Nov 2020

- Grew Prosports monthly new user signups by **57%** via Google and Facebook Ads with ROI tracking; launched multi channel CRM on MoEngage

SKILLS

Casino Operations	NGR, GGR, hold, P&L ownership, live dealer and RNG ops, game lineup and lobby, provider relationships, bonus and promo ops, VIP
Tools & Languages	SoftSwiss back office (BO), Intercom, Zendesk, Jira, Asana, ClickUp, n8n, Claude Code English, Hindi
Payments & Platform	UPI, IMPS, net banking, cards, PSP and gateway routing, deposit and withdrawal flows, player account management
India Market & Compliance	Deep understanding of the Indian user mindset, state wise legality and restrictions; MGA compliance, KYC, AML, responsible gambling
Player Lifecycle & CRM	FTD conversion, retention, reactivation, Indian player segmentation, churn, LTV and cohorts; MoEngage, Customer.io, CleverTap
Analytics & Marketing	GA4, AppsFlyer, Excel, KPI dashboards; affiliates (CPA, RevShare), Apple Search Ads, ASO, CRO, Meta, Google Ads
Game Operations	Worked with prominent providers such as Evolution, Ezugi and Pragmatic Play; slots, live dealer, Teen Patti, Andar Bahar

EDUCATION

Jaipur Engineering College and Research Centre (JECRC), Jaipur

B.Tech, Information Technology | 66% | 2015 to 2019

St. Paul's Sr. Sec. School, Kota

12th: 80.6% | 10th: 8.6 CGPA