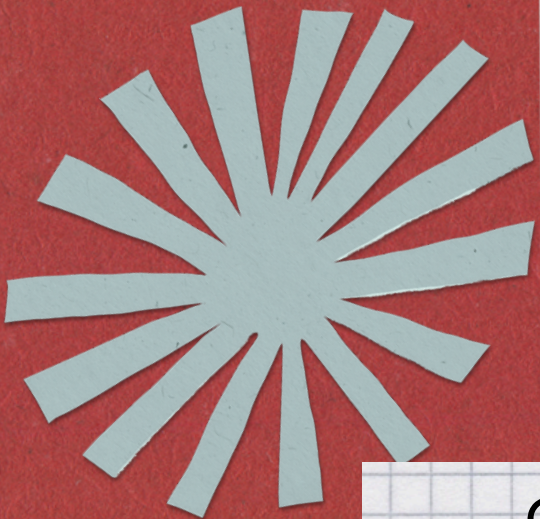


**SCALING A GLOBAL CREATOR  
ECOSYSTEM**

Operational Infrastructure, Creator  
Lifecycle Management & Program  
Systems Design for a Live-Service Game



# INTRODUCTION

I inherited a largely unsupported, legacy creator program and rebuilt its operational infrastructure from the ground up to support scalable creator onboarding, evaluation, lifecycle management, reporting, and cross-functional collaboration across global markets.

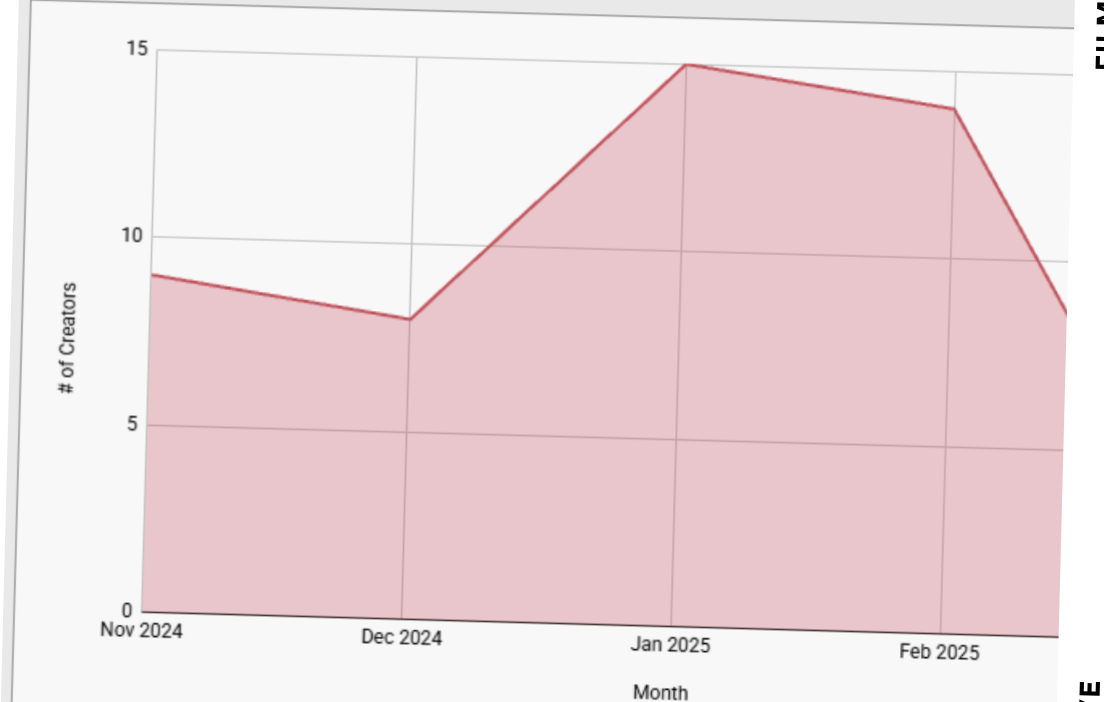
This was achieved in 3 months by designing lightweight creator operations systems using Google Sheets, Discord automation with custom bots, workflow documentation, onboarding frameworks, and reporting dashboards to support 400+ creators across EU, US, APAC, and LATAM regions.

Current Creator Program Status				Stats by Month	
Total	Tier 3	Tier 2	Tier 1	Start Month	End Month
419	76	83	260	May 2023	Mar 2025

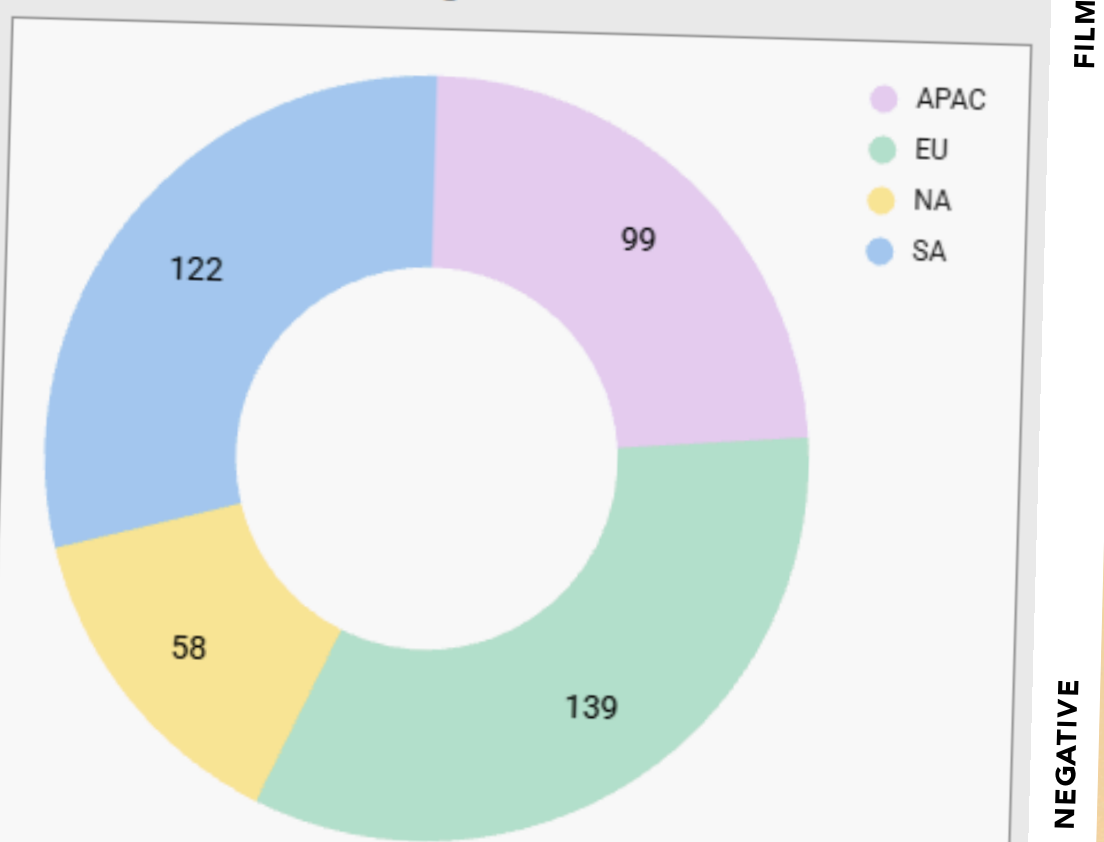
  

Current Creator Codes Status				Filters	
Total	Tier 3	Tier 2	Tier 1	Region	Creator Tier
90	68	13	9		

Creators Added by Month



Creator Breakdown by Region



→ 13

→ 13 A

→ 14

→ 14 A

FILM NEGATIVE

FILM NEGATIVE

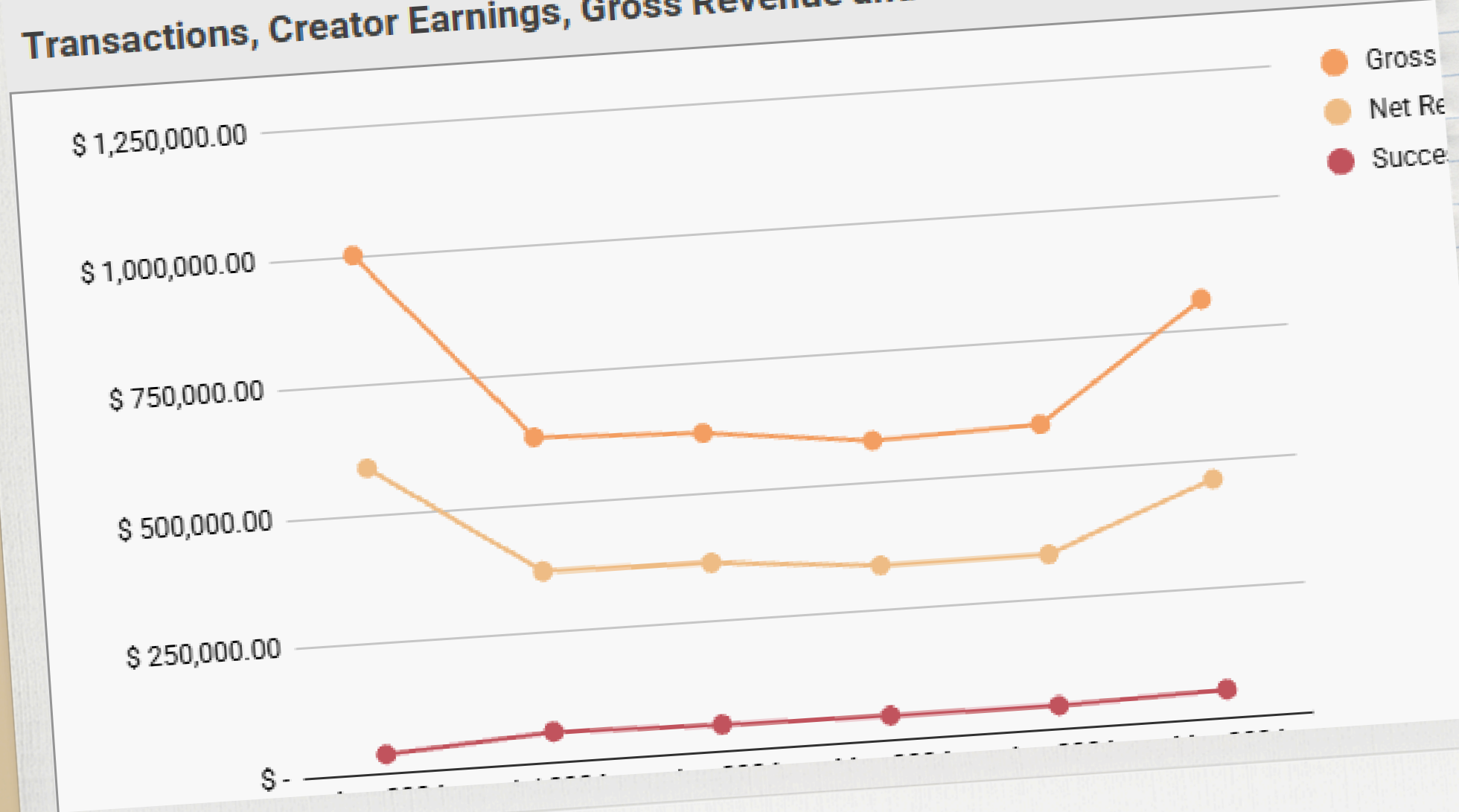
LM NEGATIVE

**\*USING DUMMY DATA**

**Month on Month Comparison**

MoM Comparison	Successful Transactions	Creator Earnings (USD)	Gross Revenue (USD)	Net Revenue (USD)
Aug 2024	35,908	\$59,070.30	\$1,002,971.60	\$590,702.90
Jul 2024	-38.00%	76.64%	59.35%	60.03%

Transactions, Creator Earnings, Gross Revenue and Net Revenue by Month



**Key Features**

- 400+ Global Creators Supported, up to thousands, End-to-End
- 10+ Supported Languages
- Global Operations across EU / US / APAC / LATAM
- Lightweight CRM & Operational Systems Design, with \$0 budget
- Automated flows in Creator applications and onboarding

## THE OPERATIONAL PROBLEM

### LEGACY ISSUES

- Inherited incomplete, not up to date database of creators
- Inconsistent onboarding and application handling; onboarding wait time >2 months per applicant
- Limited visibility into creator lifecycle and program health
- No adequate reporting tools available or kept up to date
- Scaling difficulties as creator application volume increased globally
- Lack of standardized documentation and operational workflows

### SOLUTIONS

- Centralized, singular creator database, accessible and updated in real time for all on the team
- Structured onboarding and creator lifecycle tracking
- Application evaluation and flow framework
- Automated Discord, email and onboarding workflow integrations
- Reporting dashboards to cover both the creator program and revenue generating creator codes
- Created operational playbooks, onboarding and overall program documentation

Communication Evaluation				
Responsiveness	Is the creator active in terms of responding to communication in our server, via DMs etc.			
Respectfulness	Does the creator respect boundaries, is polite to staff and fellow creators etc.			
Accountability	Does the creator fulfil his promises, e.g. says will participate in X event and turns up for it			
Communication Evaluation				
Responsiveness	Respectfulness	Accountability	Rating	Notes
★★★★	★★★★	★★★★	9/9 ☆	Always polite when communicating with staff and others
★★	★★★★	★★★★	8/9 ☆	Does not reply sometimes and/or takes

wait	Links	Poor Quality	Links	Rare Uploads	Upload / Stream Frequency	Rating
	https://www https://youtu https://youtu https://youtu https://youtu	<input type="checkbox"/>		<input type="checkbox"/>	Once every 2 weeks	
		<input type="checkbox"/>		<input checked="" type="checkbox"/>	Once every 2 weeks	
		<input checked="" type="checkbox"/>	https://youtu	<input checked="" type="checkbox"/>	Once every 2 weeks	
		<input type="checkbox"/>		<input type="checkbox"/>		
		<input type="checkbox"/>		<input type="checkbox"/>		
		<input type="checkbox"/>		<input checked="" type="checkbox"/>	Once every 2 weeks	
		<input type="checkbox"/>		<input type="checkbox"/>		
		<input type="checkbox"/>		<input type="checkbox"/>		

## Steps to the Solutions

- 01 Evaluate all Creators

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- 02 Create a database

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- 03 Establish program structure

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- 04 Create new application process

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- 05 Automate as much as possible

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Personality Evaluation				
Knowledgable	Cooperativ	Rating	Notes	New Tier
★★★	★★★	9/9 ☆		Tier 3
★★	★★★	7/9 ☆		Tier 1
★★★	★★★	9/9 ☆		Tier 3
★★★	★★★	9/9 ☆		Tier 3
★★	★★★	7/9 ☆		Tier 3

## STEP 1: EVALUATION

I built this on Google Sheets and set Content Evaluation criteria to what we wanted to see in our Creators. Evaluation was done according to the new creator tier content and metric requirements.

The evaluation sheet was colour coded and automatically highlighted areas of concern if a creator was rated lowly in any of the evaluation areas.

I also assessed the creator's alignment with our game, their communication quality, and long-term program fit.

It was important for me to not only have active creators, but also know who I should focus more effort on to continue to help them grow/be selected to test new features etc.

## STEP 1.1: CLEAN UP

After evaluations are done, it was time to move creators into their new tiers and remove inactive ones from the program.

This was an Organic Creator Program, so none of them were paid but received in-game perks e.g. in-game currency, cosmetics and skills etc. monthly if they remain a part of the program.

Removing inactive creators and adjusting creators to their correct tiers ensured that we did not spend more than needed on our creators.

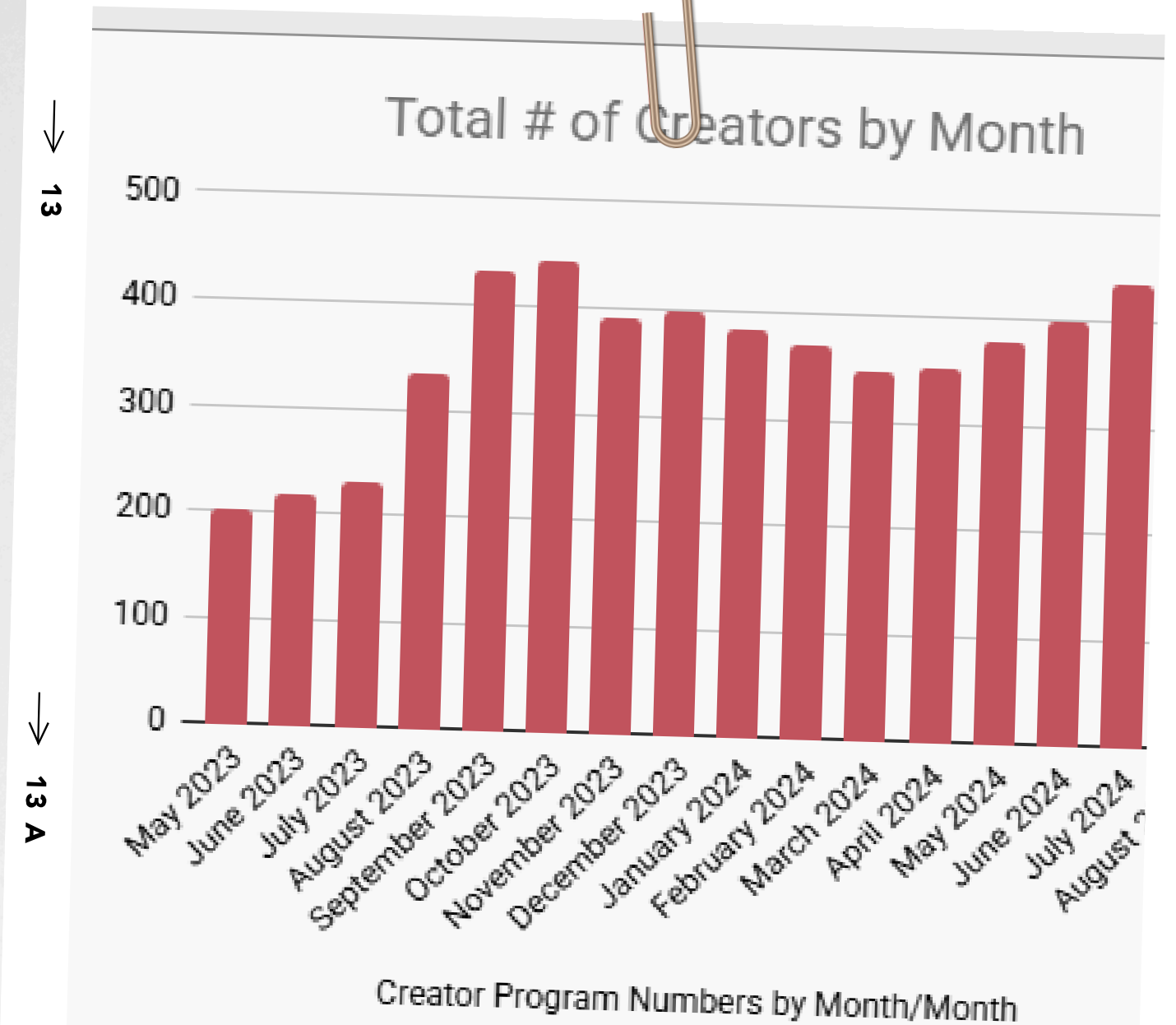
Creators to Remove	Removed?
IGN	<input checked="" type="checkbox"/>
Creator 20	<input checked="" type="checkbox"/>
Creator 21	<input checked="" type="checkbox"/>
Creator 22	<input type="checkbox"/>
Creator 23	<input type="checkbox"/>
Creator 24	<input type="checkbox"/>
Creator 25	<input checked="" type="checkbox"/>
Creator 26	<input checked="" type="checkbox"/>
Creator 27	<input checked="" type="checkbox"/>
Creator 28	<input checked="" type="checkbox"/>
Creator 29	<input checked="" type="checkbox"/>
Creator 30	<input checked="" type="checkbox"/>
Creator 31	<input checked="" type="checkbox"/>
Creator 32	<input checked="" type="checkbox"/>
Creator 33	<input checked="" type="checkbox"/>
Creator 34	<input type="checkbox"/>
Creator 35	<input type="checkbox"/>
Creator 36	<input type="checkbox"/>

## STEP 2: DATABASE

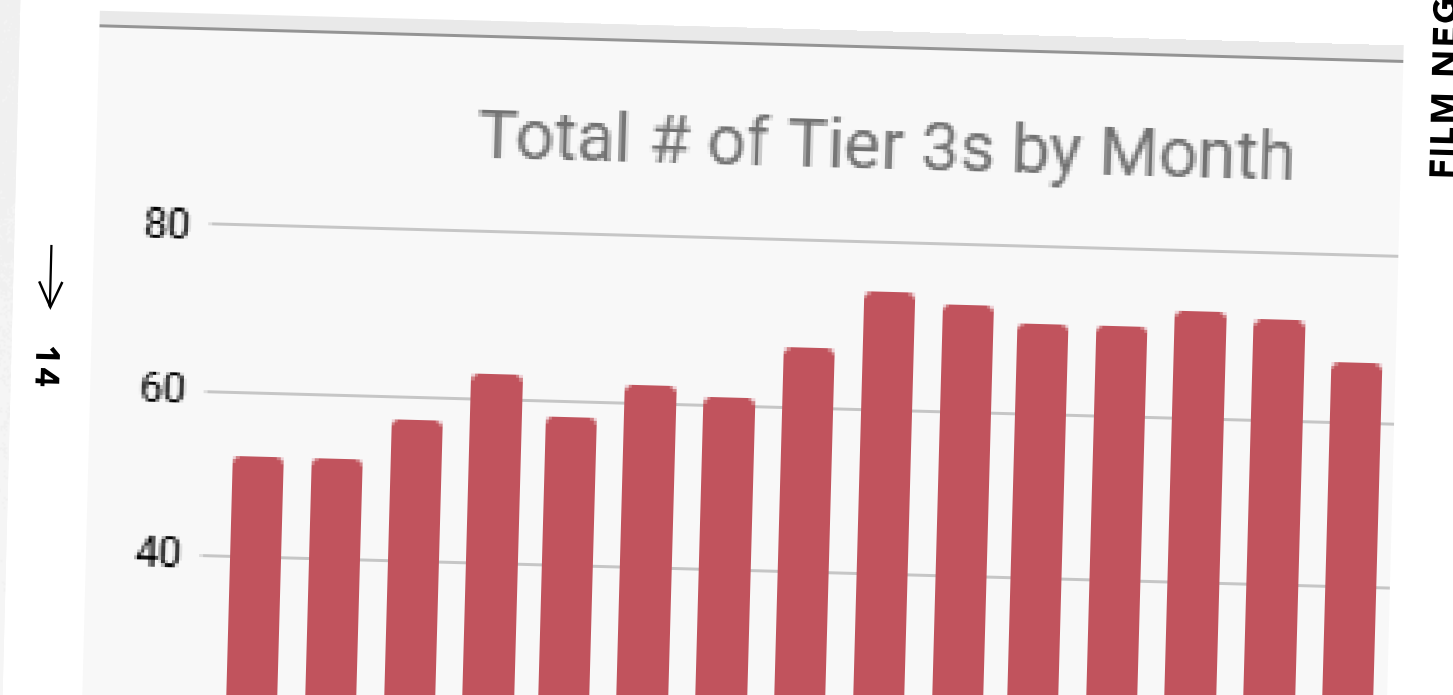
We needed a place to store and easily access all of our Creator's data, such as their names, in-game information and social media links. There was no CRM system we could use, and the previous database was mainly an out of date spreadsheet.

If we were already collecting all the data in a single place, then it is advantageous to also build reporting dashboards to pull metrics off of the database, as we also did not have a reliable reporting system at the time of inheriting the program.

These dashboards provided the main data in our first few months of the Creator Program and Creator Codes (Revenue Generation) Program.



**\*USING DUMMY DATA**



DASHBOARDS

2 different dashboard tabs

1. Overall Creator Program Dashboards tracking all organic creator metrics
2. Creator Code Dashboards to track all revenue and code performances

**Stats by Month**

Tier 1  
260

Start Month May 2023  
End Month Mar 2025

**Filters**

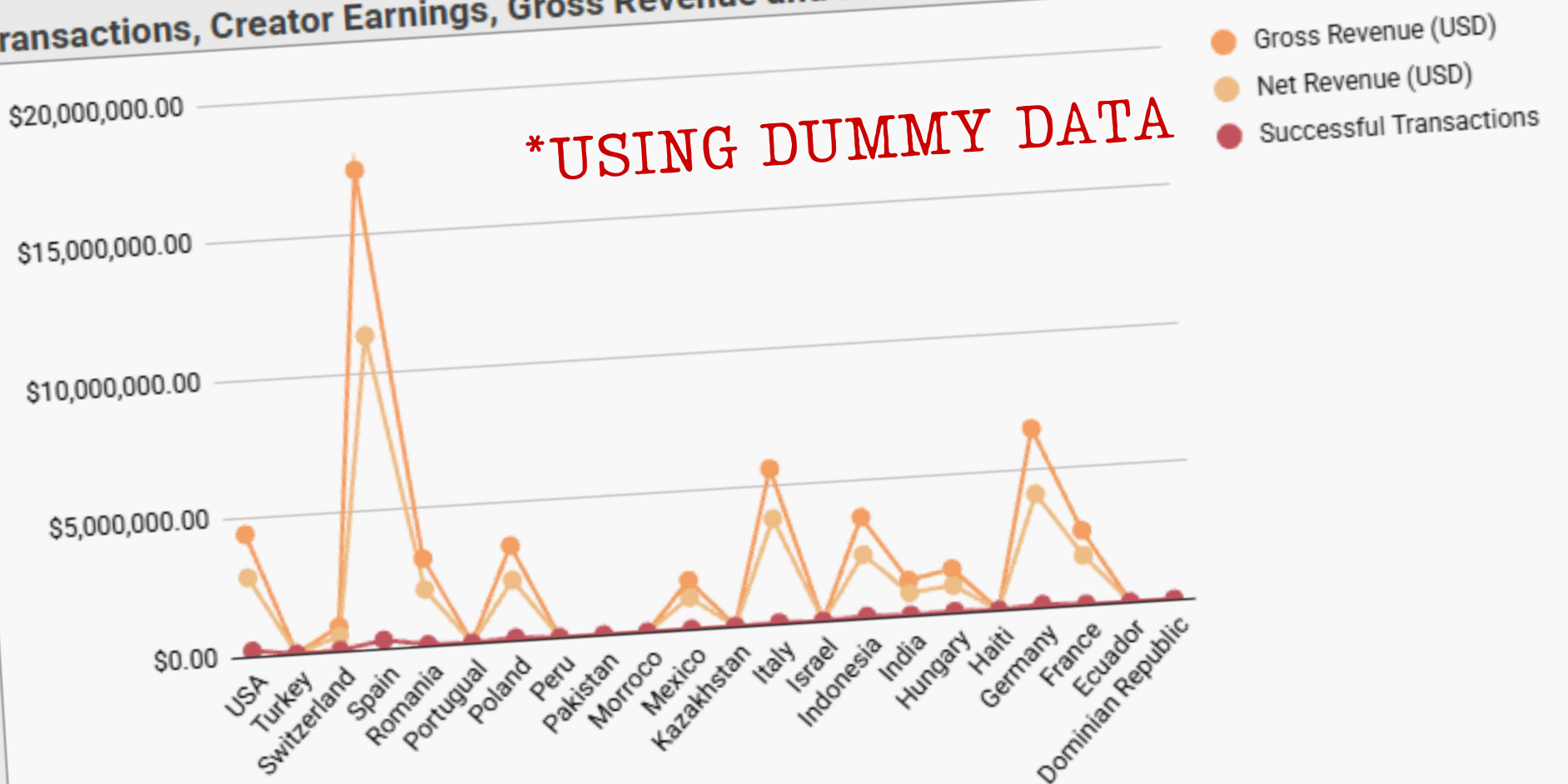
Tier 1  
9

Region  
Creator Tier

Adjust date filters to affect all graphs, tables and overall data displayed

Use the filter tabs when more specific data is needed

Transactions, Creator Earnings, Gross Revenue and Net Revenue by Country



Country	Successful Transactions	Creator Earnings (USD)	Gross Revenue (USD)	Net Revenue (USD)	% of Max Net Revenue
USA	202,716	\$170,170.29	\$4,422,050.84	\$2,856,359.58	
Turkey	19	\$3.06	\$103.52	\$61.21	
		\$32,361.31	\$891,911.92	\$546,386.92	

# DASHBOARDS

Contract Sent?	Onboarding Email Sent?	Assets Folder Sent?	Discord Roles Assigned?
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Organised, collapsible segments  
Easily exportable to share with other teams by information type

Onboarding flow & tracking

Includes:

1. Creator status tracking
2. Creator segmentation
3. Automatic routing
4. Application status management

Organic Creator Information

Date	Creator Name	Creator Tier	In Game Info	Beta Info	Discord Info	Social Media Info
ay 2023	Creator 1	Tier 3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ay 2023	Creator 2	Tier 3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ay 2023	Creator 3	Tier 3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ay 2023	Creator 4	Tier 3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ay 2023	Creator 5	Tier 3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ay 2023	Creator 6	Tier 3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

# \*USING DUMMY DATA

Beta Info

Beta Profile	Beta ID	Beta Account	Beta In Game Name
<a href="https://example.cc">https://example.cc</a>	12345	Mobile	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name
<a href="https://example.cc">https://example.cc</a>	12345	Steam	Name

Social Media Info

Main Account	Main Content Type	Streaming Platform	Link	Video Platform
<a href="https://www.tiktok.com">https://www.tiktok.com</a>	Streamer	YouTube	<a href="https://www.youtube.com">https://www.youtube.com</a>	YouTube
<a href="https://www.youtube.com">https://www.youtube.com</a>	Streamer	Twitch	<a href="https://www.twitch.tv">https://www.twitch.tv</a>	YouTube
<a href="https://www.youtube.com">https://www.youtube.com</a>	Both	YouTube	<a href="https://www.youtube.com">https://www.youtube.com</a>	Twitch
<a href="https://www.youtube.com">https://www.youtube.com</a>	Both	YouTube	<a href="https://www.youtube.com">https://www.youtube.com</a>	Twitch
<a href="https://www.youtube.com">https://www.youtube.com</a>	Both	Twitch	<a href="https://www.twitch.tv">https://www.twitch.tv</a>	YouTube
<a href="https://www.tiktok.com">https://www.tiktok.com</a>	Both	TikTok	<a href="https://www.tiktok.com">https://www.tiktok.com</a>	Instagram
<a href="https://www.youtube.com">https://www.youtube.com</a>	Video Creator	Twitch	<a href="https://www.twitch.tv">https://www.twitch.tv</a>	YouTube
<a href="https://www.youtube.com">https://www.youtube.com</a>	Streamer	Twitch	<a href="https://www.twitch.tv">https://www.twitch.tv</a>	YouTube
<a href="https://www.twitch.tv">https://www.twitch.tv</a>	Streamer	Twitch	<a href="https://www.twitch.tv">https://www.twitch.tv</a>	YouTube

## Cross-Functional Collaboration

- 01 We could easily export game IDs whenever Product/LiveOps teams needed them

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- 02 Growth teams could easily filter and find Creators for their regional activations

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- 03 Community teams could contact creators directly if needed, as all their contact information was available

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- 04 Anyone could quickly generate a graph for use in their reports

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- 05 Entire tabs or selection of data were able to be directly fed into other workflows across teams for their own use cases

## STEP 3: ESTABLISH STRUCTURE

I wanted to provide a clear foundation to rebuild the entire program off of, and created documentation and playbooks for:

- How to use the database, use it for reporting
- New creator tiers and associated perks based on content performance and not just follower numbers alone
- New application process on both our website and on Discord
- How to properly onboard every creator into the program and into the Creator Code program
- How to give as much autonomy to creators as possible, such as allowing them to self-register game accounts, request automated updates etc.

Creator Program Applica...

Overview

Tools Checklist

Application Form

Underaged Applicants

Application Process

Application Ticket Dis...

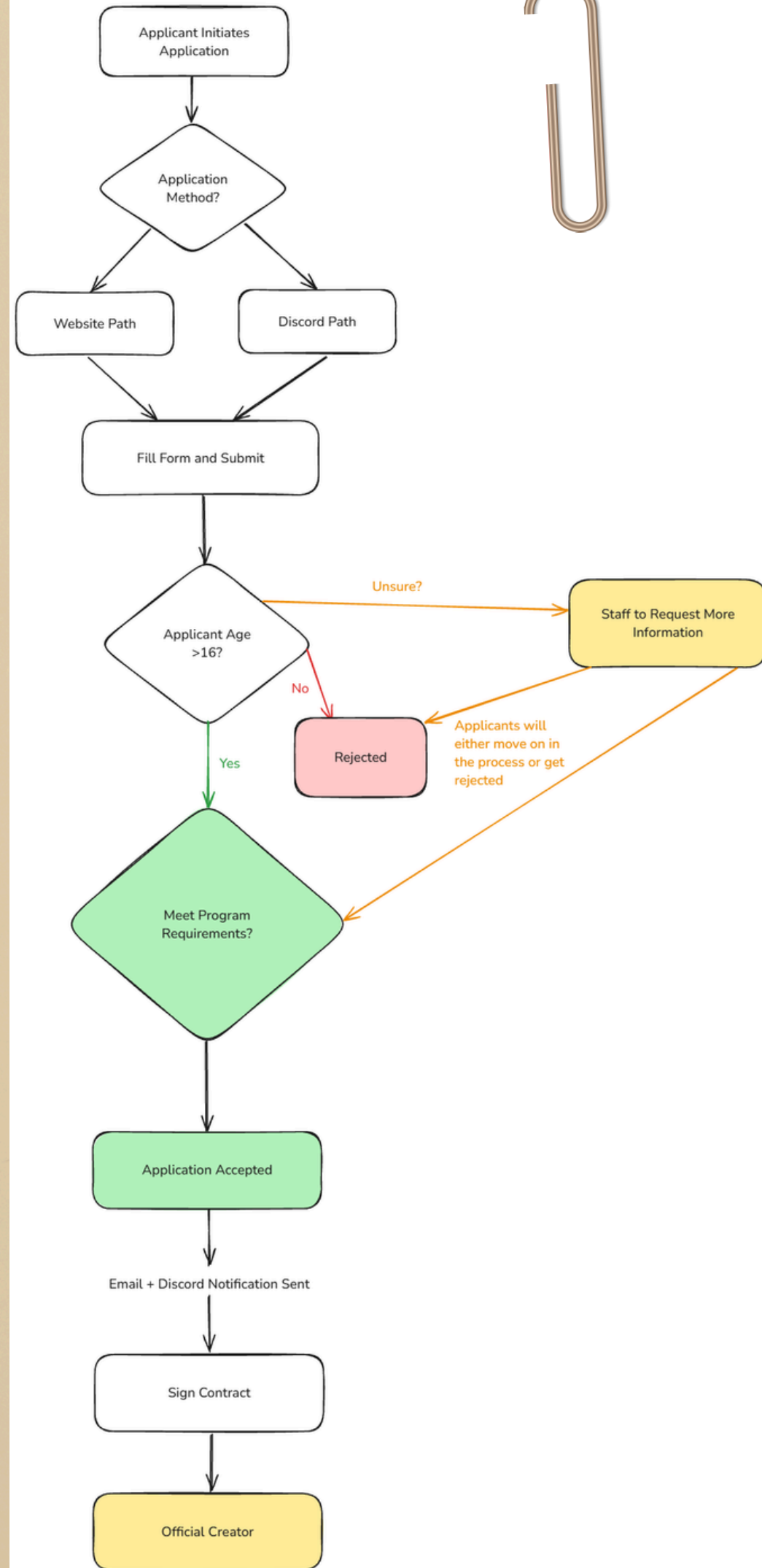
Overview

Ticket Creation

Application Accepted

Application Rejected

## STEP 4: FLOW



## New Application Process

To reduce manual work as much as possible, all of the application process was automated except:

- Manually checking applications
- Requesting information from incomplete applications
- Certain parts of the onboarding process like giving in-game perks

Creators were also given Discord commands to use for them to register their additional game accounts and to check on their program/game statuses where a bot would pull the information and reply them.

## STEP 4: NEW APPLICATION PROCESS

Form embedded on website & available on Discord

Your ticket number is 99

Please select the **Discord** option in the form and enter your ticket number as shown in the image below:

As shown in the image below:

Are you applying from Discord or our Website?

Discord

Website

What is your ticket number?

11

You can find your ticket number at the bottom of your ticket in Discord

- Ease of application
- Form in all major languages of our players
- Official communication adjusted to their language selected in the form

Creator Bot BOT 07/31/2023 1:57 AM

### Apply Here!

To apply to our Official Content Creator Program, please click on the **Apply** button below. This will open an application ticket for you and further instructions will be explained there.

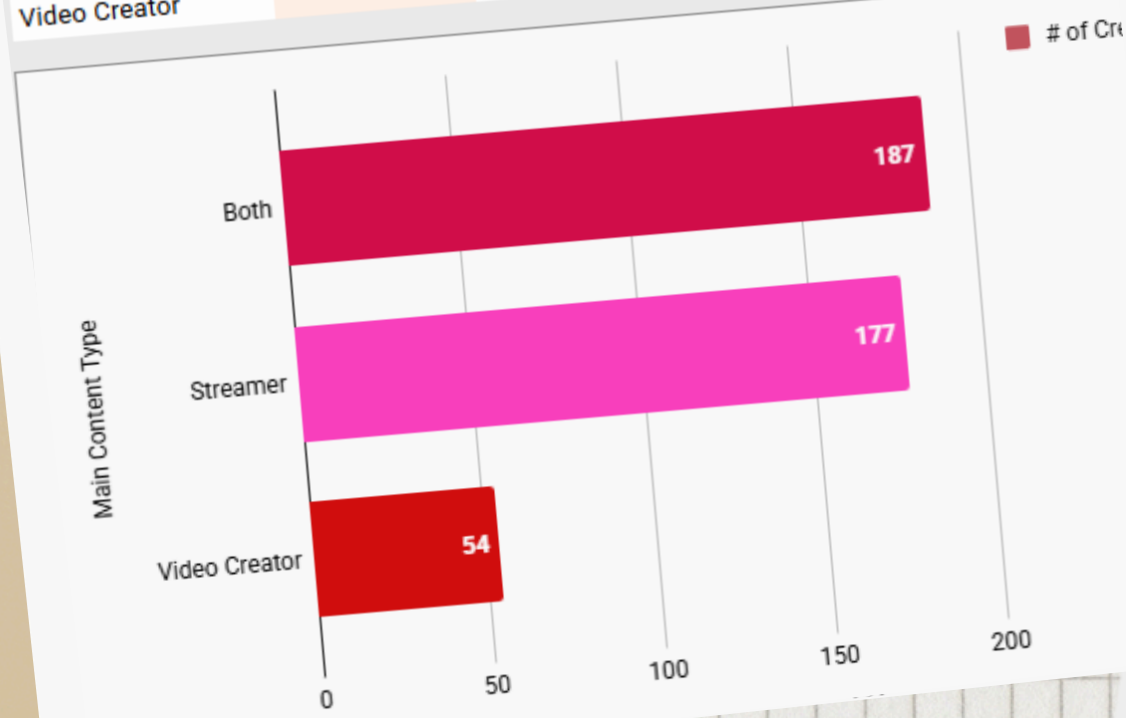
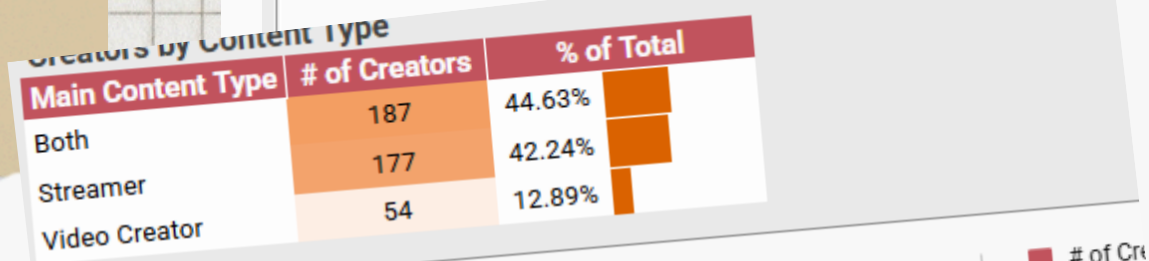
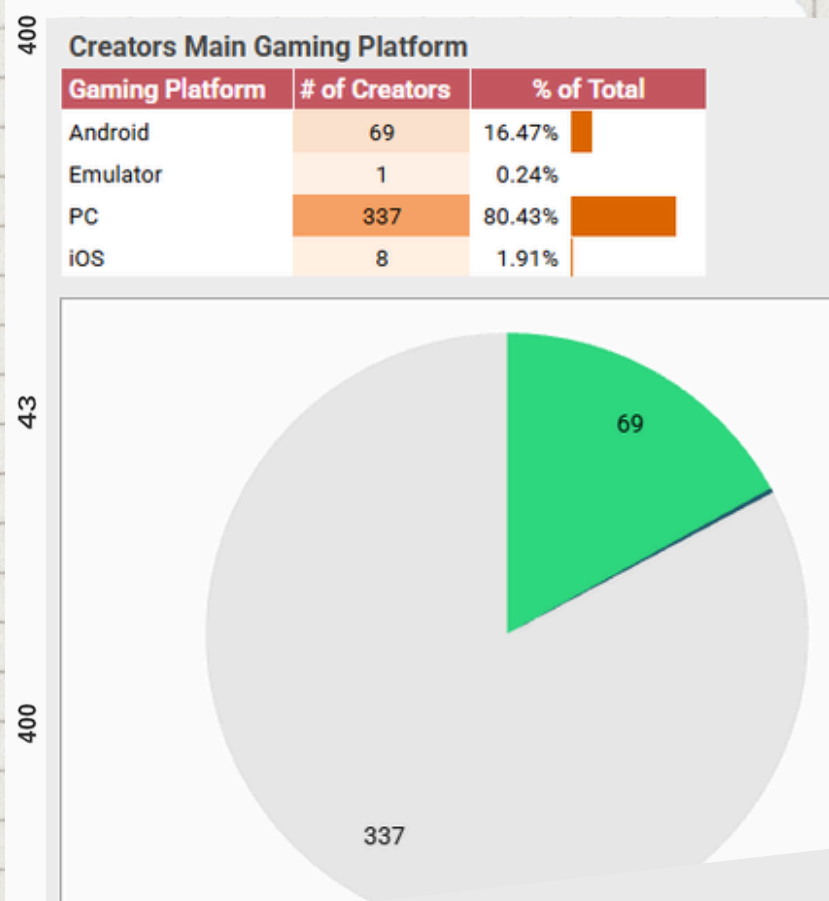
In the pop-up window that appears after clicking the button, please enter the email you are going to apply with! If you do not do this your Discord Ticket will be deleted and will not be able to provide you with updates on your application.

Note: If you troll and/or submit false tickets you will be **permanently** banned from our official Stumble Guys Discord servers and you won't be able to apply to our Content Creator Program in the future.

**APPLY HERE**

Apply

# \*USING DUMMY DATA



## Outcomes

- 01 Created the Creator Program infrastructure to support 400+ creators

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- 02 Standardized onboarding and evaluation workflows

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- 03 Improved cross-functional visibility and collaboration across all teams

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- 04 Functional reporting dashboards to quickly view and generate operational reporting snapshots

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- 05 Enabled scalable creator lifecycle management using free, lightweight tooling

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# LEARNINGS

This work reinforced the importance of operational infrastructure in creator ecosystems.

By designing scalable systems, standardized workflows, and free lightweight tooling, the program was able to support long-term creator program growth while improving visibility, collaboration, and execution across multiple teams and regions, without any budget spent.

This also provided a framework of what we wanted when shopping for CRM systems. Other teams were also able to work off the base of this program, copying the whole database and structure and adjusting it to their own program needs.

13

In Game Info ▲ +

Steam ID	Mobile ID	Main Account	Main In Game Name
1234567		Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name
1234567	12345	Steam ▾	Name

13 A

14

Discord Info ▲ +

Discord ID	Discord Username	Region	Country
12345	Name	EU ▾	Spain
12345	Name	EU ▾	Spain
12345	Name	SA ▾	Brazil
12345	Name	APAC - Asia ▾	Indones
12345	Name	EU ▾	Italy
12345	Name	SA ▾	Brazil
12345	Name	EU ▾	France
12345	Name	SA ▾	Brazil
12345	Name	EU ▾	Spain
12345	Name	EU ▾	Poland

14 A

FILM NEGATIVE

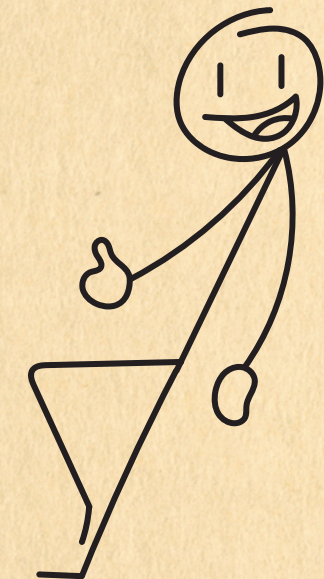
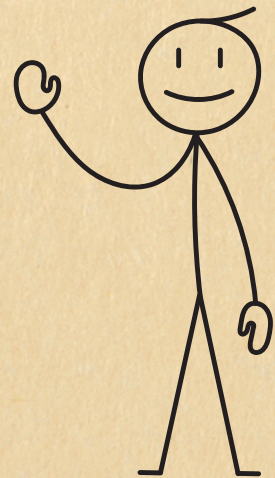
FILM NEGATIVE

LM NEGATIVE

**\*USING DUMMY DATA**

Please do not hesitate  
to reach out to me  
for more information,  
to discuss, or just to  
say hi!

THANK YOU!



## Contact:

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