

# Edward Strazd

JOURNALIST · COMMUNITY MANAGER

United Kingdom

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*If you don't dare to adventure, then what's the point?*

## Summary

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A Journalist and a Community Manager with over 4 years of experience in the games and esports industries. I break down the latest news, analyze community sentiment, and take player feedback into developer interviews while collaborating with PR companies and game publishers. I want to ensure players enjoy games as much as I do because great games are shaped alongside the communities that love them.

## Work Experience

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### Dot Esports

Remote, United Kingdom

NEWS WRITER

Sep. 2023 - Present

Dot Esports is the premier destination for esports and gaming coverage online: League of Legends, CS:GO, Overwatch, FGC, and more.

- Published over 1,300 articles and generated over one million sessions, maintaining consistent output.
- Coordinated with PR teams to take part in media events and developer interviews, ensuring compliant reporting.
- Reported gaming news, delivering updates on announcements and developments.
- Worked closely with the SEO team, monitored Google Trends, and community platforms like Discord to identify trending topics for SEO articles and updates.

### Gamezo

Remote, United Kingdom

GAMES WRITER

Apr. 2021 - Sep. 2023

Gamezo is a gaming news website that provides the latest gaming news, esports coverage, unbiased reviews, and extensive guides.

- Using WordPress CMS, wrote over 190 articles of different categories: news, guides, reviews, features, and affiliate articles.
- Generated over 416,000 views, which accounted for 9% of all views on the website.
- Performed SEO and featured snippet optimization for selected articles.
- Created over 190 cover images for articles using Adobe Photoshop.

### EspoWorld

Remote, United Kingdom

COMMUNITY MANAGER

Nov. 2020 - Feb. 2023

EspoWorld is developing a platform that gamifies fan engagement and commerce for the esports community.

- Managed a community of over 1,000 members across multiple social media platforms, including Twitter, Discord, and Reddit.
- Created content for EspoWorld's (and related projects') social media accounts using Adobe Premiere Pro, Photoshop, and After Effects.
- Collaborated with the Brand Partnerships Lead, Head of Social, and CEO, to propose and implement new types of social media content.
- Analyzed community sentiment from social media platforms and customer reviews to develop feature requests for the product team.

## Publications

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### Riot Games' Content Marketing Approach for VALORANT Champions 2022

PRESS START, 11(1), 47-73

July 2025

- Published an article breaking down the primary mediums of content distribution for VALORANT Champions 2022, arguing how the use of immersive, themed content combined with the inclusion of various types of players can grow interest in esports events.

## Education

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### Staffordshire University

Stoke-on-Trent, United Kingdom

BA (HONS) IN ESPORTS

Sep. 2020 - Jul. 2023

- Graduated with a First Class award, focusing on marketing in video games and esports.
- Wrote a research paper about content marketing for Valorant Champions 2022, which received a mark of 80%.
- Developed a marketing plan for a hypothetical Overwatch event, which received a mark of 79%.

## Certifications

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Aug 2025 **Mastering Digital PR with Brian Dean**, Semrush

July 2023 **Marketing Strategy: SEO Content Writing**, LinkedIn Learning

Oct 2022 **Fundamentals of digital marketing**, Google Digital Garage