

# Edward Strazd

GAMES WRITER · COMMUNITY MANAGER

Stoke-on-Trent, United Kingdom

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

## Summary

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A community expert with over 2 years of experience in community management and content creation within the esports and games industries. I created various content (written, video, etc.), engaged with online communities, developed marketing plans, and effectively collaborated with broader teams. I can bring extensive industry expertise, delivering exceptional value and driving engagement for your organization.

## Work Experience

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### Gamezo

*Remote, United Kingdom*

GAMES WRITER

*Apr. 2021 - Present*

Gamezo is a gaming news website that provides its readers with 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 written by myself and other team members.

### EspoWorld

*Remote, United Kingdom*

COMMUNITY MANAGER

*Nov. 2020 - Feb. 2023*

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

- Engaged with EspoWorld's community on different social media platforms (Twitter, Discord, Instagram, TikTok, and more).
- Created content for EspoWorld's (and related project's) social media accounts using Adobe Premiere Pro, Photoshop, and After Effects.
- Proposed and implemented new types of social media content. Worked closely with the Brand Partnerships Lead, Head of Social, and CEO.
- Collected and reflected on customer feedback.

### Gamezo

*Remote, United Kingdom*

GUIDES EDITOR

*Jun. 2022 - Nov. 2022*

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

- Collaborated with a team of 10+ writers on content production ensuring time-sensitive deadlines and quality standards within a defined budget.
- Overseen production of more than 240 articles. Tracked their performance via Google Analytics and updated underperforming content.
- Found gaming guide opportunities using Ahrefs and Google that generated additional 150,000 views per month.
- Increased the average monthly viewership by 35%.

## Projects

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### Beyond The Machine Expo - Colosseum

*Stoke-on-Trent, United Kingdom*

TOURNAMENT ORGANIZER

*May. 2022*

- Beyond The Machine Expo was an arcade-themed gaming Expo at Staffordshire University. The Colosseum is an esports tournament gauntlet that featured games like Bomberman, Gang Beasts, and Worms. My main responsibility was tournament organization.

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

June 2023 **Marketing: Copywriting for Social Media**, LinkedIn Learning