

# Edward Strazd

JOURNALIST · COMMUNITY MANAGER · COMMUNICATIONS

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 four years of experience connecting players, developers, and publishers across games and esports. I break down the latest news, analyze community sentiment, and collaborate with PR teams and publishers to deliver original reporting. I want to help developers reach players who will love their games, because great games are built alongside the communities that play 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.
- Partnered with PR and publishers to take part in media events, conduct interviews, and ensure 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 a peer-reviewed article in an international games studies journal, analyzing content marketing strategy for VALORANT Champions 2022 and its role in growing players' interest in esports.

## 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