

Edward Strazd

JOURNALISM · COMMUNITY MANAGEMENT · COMMUNICATIONS

United Kingdom

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

Summary

A games and esports professional with over four years of experience connecting players, developers, and publishers. I break down the latest news, analyze community sentiment, and work with PR teams and publishers to drive coverage and engagement. 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

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 1,500 articles and generated over 1.2 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.

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, accounting 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 Twitter, Discord, and Reddit through moderation and community events.
- Created content for EspoWorld's social media accounts using Adobe Premiere Pro, Photoshop, and After Effects.
- Collaborated with the Brand Partnerships Lead, Head of Social, and CEO, to 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

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, examining how Riot Games used content marketing to grow players' interest in esports ahead of VALORANT Champions 2022.

Education

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

May 2026 **Fundamentals of Media Relations**, Muck Rack Academy

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

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