

Edward Strazd

GAMES WRITER · COMMUNITY MANAGER

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

Summary

A Games Writer and Community Manager with over 3 years of experience in news and SEO writing within games and esports 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

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 822 articles and generated over one million sessions, maintaining consistent output.
- Coordinated with PR teams and took part in media events to cover games under embargo, 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 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 platform 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

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

- 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

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

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