

PEDRO BRAUNER

Content & Creative Strategist · Esports, Gaming Media & Editorial

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Content and creative strategist with 5+ years scaling editorial, broadcast, and social ecosystems for esports organizations, tournament operators, and gaming media. MBA in Marketing, Branding & Growth (2026), with thesis research on G2 Esports' visual identity strategy. Track record across brand development, editorial standards, production systems, and cross-functional team leadership for endemic and non-endemic gaming partnerships. Trilingual in Portuguese, Spanish, and English.

01 / EXPERIENCE

rdy.gg (Remote)

Prague, Czech Republic

Content and Creative Strategist

Oct 2025 → Present

- Established rdy.gg's content strategy from the ground up, creating brand guidelines, editorial standards, and content pillars that unified storytelling across all platforms.
- Created and launched four original video series (Win Condition CS2, Win Condition Dota 2, Context Cap, and Ws and Ls) from concept to execution, developing complete brand identities for each show including visual systems, tone guidelines, merchandise designs, and social media templates.
- Shipped 15+ episodes across the Win Condition CS2 and Win Condition Dota 2 podcast slates since launch, with guests including pro players, coaches, and analysts such as Coach Arthur (Glyph) and voo.
- Led on-the-ground content production at four tier-1 events (including IEM Rio 2026, with the CS2 Major in Cologne upcoming), conducting mixed-zone interviews with players from Vitality, MOUZ, Falcons, Spirit, and others, with full transcript, social, and editorial pipeline turnaround within the event window.
- Provided strategic guidance and structural frameworks for a cross-functional team of journalists, editors, and social media specialists, scaling content output across the website and social platforms.
- Built and implemented production systems and workflows that standardized content creation for recurring articles, video series, and social media formats.
- Built CS2 data gathering and analysis systems (Dota 2 in progress) in close partnership with the quantitative analytics team, translating raw match data into editorial, social, and broadcast-ready assets.
- Established Search Engine Optimization (SEO) and editorial strategy for rdy.gg's Counter-Strike 2 (CS2), Dota 2, and League of Legends coverage, overseeing content planning across YouTube, TikTok, Instagram, X, Facebook, and the company website.

GROWE

Lima, Peru

Content and Social Media Manager

Nov 2023 → Aug 2024

- Grew follower base by 95% in the first month while rebuilding the content calendar and editorial cadence.
- Managed tournament operations and broadcast production for esports events, reaching over 6,000 concurrent viewers and 4M+ minutes watched.
- Led a full content calendar integrating internal strategy and brand partnerships across multiple platforms.
- Developed a tailored Search Engine Optimization (SEO) and social strategy, increasing organic traffic by 80% in two months.
- Executed cross-functional content and influencer campaigns, raising brand visibility and engagement.

Esports.net (Remote)

Lima, Peru

Journalist & Interviewer

Nov 2022 → Dec 2023

- Conducted over 100 interviews with esports players, casters, and game developers.
- Covered top-tier international events including ESL One Berlin Major, Lima Major, and the Esports Awards.
- Published 250+ articles covering game reviews, industry trends, and opinion columns.
- Drove audience development through story-led features that consistently ranked among top-performing content on site.
- Built strong relationships with global esports talent and PR teams for timely access and coverage.

Primal Esports

Lima, Peru

Communications Manager

Feb 2022 → Nov 2023

- Led a multicultural team to organize and produce 15+ gaming and esports events across Latin America (LATAM).
- Managed teams of 20+ across production, marketing, and partnerships.
- Collaborated with endemic and non-endemic partners including Red Bull, El Comercio, MasGamers, and Community Gaming.

- Built strategic partnerships with 10+ esports orgs, generating a 25% increase in sponsorship inquiries in 6 months.
- Oversaw end-to-end communications strategy for activations and campaigns.

02 / FREELANCE & PROJECT-BASED

EDGE Esports

Creative & Social Media Consultant

London, U.K.

Feb 2025 → Jun 2025

- Directed brand and content strategy for a competitive Dota 2 team, developing a cohesive visual identity and storytelling across all platforms.
- Managed player talent and personal brand strategy across the competitive Dota 2 roster.
- Multiplied overall social media impressions by over 1,000%, from 27K to 305K in 45 days.
- Increased total followers across all platforms by more than 600% through consistent branding and platform-specific campaigns.
- Boosted fan engagement and team visibility by aligning competitive milestones with timely, impactful content.

La Sopa Podcast

Director & Executive Producer

Lima, Peru

May 2025 → Present

- Created and led a weekly Spanish-language Dota 2 podcast focused on competitive analysis, community discussion, and storytelling, becoming Peru's leading Spanish-language Dota 2 and esports podcast.
- Reached over 5.1 million people in 41 episodes, with average live viewership of 1,500+ per stream and hundreds of thousands of views across social media.
- Hosted a wide range of prominent guests, including pro players and top-tier Spanish-speaking talent from the Dota 2 community.
- Oversaw the full production pipeline, covering concept, booking, direction, editing, publishing, and distribution across YouTube, Twitch, and short-form social channels.
- Closed and activated the show's title sponsorship with Stake, integrating branded segment formats (La Culebra, La Ruleta, El Parlay Imposible) into Season 3 episodes.

03 / EDUCATION

Pontifical Catholic University of Rio Grande do Sul (PUCRS)

MBA, Marketing, Branding & Growth

Porto Alegre, Brazil

Completed 2026

Focus on digital growth strategies, audience development, and brand positioning across creative and tech industries.

Thesis: *comparative analysis of G2 Esports' visual identity strategy and its role in audience growth, brand equity, and non-endemic partnership positioning.*

Peruvian University of Applied Sciences (UPC)

BA, Journalism & Communications

Lima, Peru

Completed 2022

Graduated with high honors. Focus on media production, storytelling, and digital communication.

04 / CERTIFICATIONS

Marketing Practicum — *Gen.G Esports, Seoul, South Korea*

Jan 2025

Esports in Latin America — *Universidad de Palermo, Buenos Aires, Argentina*

Nov 2023

05 / SKILLS

/ Content & Creative Strategy Storytelling and brand voice development, content planning, editorial strategy, community engagement, fan growth, influencer collaboration, talent management, viral content ideation.

/ Digital Media & Social Social media management (Instagram, X, TikTok, YouTube, Kick, Twitch), cross-platform campaign execution, audience analytics, performance optimization, Search Engine Optimization (SEO), podcast strategy and distribution.

/ Production & Project Management End-to-end content production (live shows, podcasts, esports broadcasts), team leadership, cross-functional collaboration, event planning, budget oversight, sponsorship activation, brand integration, scriptwriting, interviewing, hosting.

/ Tools & Technical Adobe Creative Suite (Premiere, Photoshop, Illustrator), Open Broadcaster Software (OBS), vMix, Google Analytics, Meta Business Suite, Content Management Systems (CMS) including WordPress and Ghost, project management with Notion, Trello, and Asana.

REFERENCES / *Available upon request from selected esports and media organizations.*