

Pedro Brauner

Lima, Peru | hello@pedrobrauner.com | [Personal Website](#) | [LinkedIn Profile](#)

Strategic content leader with 5+ years building and scaling digital ecosystems for esports organizations, media platforms, and international tournaments—from brand development and editorial strategy to production workflows and team leadership. Specialized in developing brand identities, establishing editorial standards, and creating production systems that drive growth. Proven success in journalism, branded content, social media management, and creative direction for publishers, gaming orgs, and media networks. Trilingual (Portuguese, English & Spanish, native fluency in all three) and globally minded, with a passion for building communities and digital projects that connect with fans worldwide

WORK EXPERIENCE:

rdy.gg

Content and Creative Strategist

(Remote) Prague, Czech Republic

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 three original video series (Context Cap, Win Condition podcast, and Ws and Ls) from concept to execution, developing complete brand identities for each show including visual systems, tone guidelines, and merchandising.
- Collaborated with a cross-functional team of 10+ editors, journalists, and social media specialists, providing strategic guidance and structural frameworks to scale content output across website and social platforms.
- Developed and implemented comprehensive production systems and workflows that standardized content creation for recurring articles, video series, and social media formats.
- Established SEO and editorial strategy for RDY.gg's Dota 2 and CS2 coverage, overseeing content planning across YouTube, TikTok, Instagram, X, Facebook, and the website.
- Designed complete visual and brand identities for all recurring content formats, including show-specific graphics, merch designs, and social media templates, ensuring cohesive storytelling across all touchpoints.

GROWE

Content and Social Media Manager

Lima, Peru

Nov. 2023 – Aug. 2024

- Increased followers by 95% and boosted engagement rate by over 999% within the first month.
- Managed production and broadcast of esports tournaments, 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 SEO and social strategy, increasing organic traffic by 80% in two months.
- Executed cross-functional content and influencer campaigns, raising brand visibility and engagement significantly.

Esports.net

Journalist & Interviewer

(Remote) Lima, Peru

Nov. 2022 – Dec. 2023

- Conducted over 100 interviews with esports players, casters, and game developers.
- Covered top-tier international events, like ESL ONE Berlin Major, Lima Major, and Esports Awards.
- Published 250+ articles covering game reviews, industry trends, and opinion columns.
- Produced 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

Communications Manager

Lima, Peru

Feb. 2022 – Nov. 2023

- Led a multicultural team to organize and produce 15+ gaming and esports events in LATAM.
 - Managed teams of 20+ across production, marketing, and partnerships.
 - Collaborated with brands like 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.
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ADDITIONAL ESPORTS EXPERIENCE: Freelance / Project-Based work

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.
- Collaborated directly with players to enhance their personal brands through content planning, social media strategy, and design alignment.
- Multiplied overall social media impressions by over 1,000% — from 27K to 305K in just 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

Lima, Peru

Director & Executive Producer

May. 2025 – Present

- Created and led a weekly Spanish-language Dota 2 podcast focused on competitive analysis, community discussion, and storytelling, becoming one of the most important e-sports podcasts of the country.
- Reached over 3.6 million people in 23 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 — from concept, booking, and direction to editing, publishing, and distribution.
- Produced multiple viral social media clips, securing early sponsorships and platform support, validating the show's impact and momentum.

EDUCATION:

Pontifical Catholic University of Rio Grande do Sul

Porto Alegre, Brazil

MBA – Marketing, Branding & Growth

(Expected 2026)

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

Peruvian University of Applied Sciences

Lima, Peru

BA – Journalism & Communications

(2022)

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

SELECTED CERTIFICATIONS AND COURSES

Marketing Practicum (Jan, 2025)

Gen.G Esports | Seoul, South Korea

Esports in Latin America (Nov, 2023)

Universidad de Palermo | Buenos Aires, Argentina

SKILLS

Content & Creative Strategy

- Storytelling & Brand Voice Development
- Content Planning & Editorial Strategy
- Community Engagement & Fan Growth
- Influencer Collaboration & Talent Management
- Viral Content Ideation & Execution

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

Digital Media & Social Platforms

- Social Media Management (Instagram, X, TikTok, YouTube, Kick, Twitch)
- Cross-Platform Campaign Execution
- Audience Analytics & Performance Optimization
- SEO for Content & Social
- Podcast Strategy & Distribution

Tools & Technical Skills

- Adobe Creative Suite (Premiere, Photoshop, Illustrator)
- OBS, vMix, and Broadcast Tools
- Google Analytics, Meta Business Suite
- CMS Platforms (WordPress, Ghost, etc.)
- Project Management (Notion, Trello, Asana)

FEATURED WORK

- [Interview with DM \(Parivision\) after winning ESL ONE Bangkok](#)
- [La Sopa Episode XXIII, with Blue, Pancho Jericho and LeoStyle](#)
- [La Sopa's viral video for short format](#)

REFERENCES:

Selected references from esports and media organizations available upon request.