Diogo Alexandre

Esports Media & Marketing

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PROFESSIONAL OVERVIEW

Esports specialist with 3+ years of experience across content strategy and production, editorial, digital marketing, social media management, and media analysis. Skilled in developing and executing audience-focused content strategies that combine creative storytelling with data-driven insights to drive engagement and support marketing objectives. Recognized for strong analytical thinking, problem-solving, adaptability, and delivering high-quality work in fast-paced environments.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER | ROMAN Imperium & FOX Legacy, Porto MAR 2026 – PRESENT

- Developed and published social media content across multiple platforms, ensuring consistency with brand voice and content strategy objectives.
- Managed community engagement by responding to audience interactions and building relationships through timely, authentic communication.
- Monitored social media trends and competitor activity to identify relevant content opportunities and inform content planning.
- Analyzed key performance indicators to evaluate content effectiveness and identify opportunities to improve engagement and optimize the content strategy.
- Created and designed visual assets to support marketing activities, strengthen brand communication, and enhance event coverage.

DIGITAL CONTENT MANAGER | ESL FACEIT Group, Cologne MAY 2024 – PRESENT

- Coordinated YouTube content releases by scheduling videos and shorts across multiple channels to support consistent publishing.
- Collaborated with thumbnail designers to develop engaging visual assets that supported video presentation and audience interest.
- Developed scripts and video content tailored to audience interests and relevant topics, supporting the overall content strategy.
- Reviewed content performance against key performance indicators to identify successful formats, assess audience engagement, and inform future strategy decisions.
- Contributed to data-driven reporting by helping prepare concise reports on events and marketing campaigns, summarizing performance and key insights.

CONTENT WRITER | TLDR Media, Copenhagen FEB 2024 – PRESENT

- Wrote editorial content for TLDR's biweekly newsletter, covering the Counter-Strike esports scene in the publication's signature style.
- Covered several major Counter-Strike events and tournaments.
- Contributed to the development of the TLDR magazines, a print publication dedicated to Counter-Strike and distributed at the PGL Major Copenhagen 2024 and the IEM Cologne Major 2026.
- Helped shape the TLDR brand and its distinctive editorial identity within the Counter-Strike media landscape, advising on multiple creative and strategic matters.

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COPYWRITER | Oddsgate, Lisbon OCT 2025 – NOV 2026

- Created engaging marketing content for multiple channels and formats, including blog articles, social media posts, email campaigns, press releases, and advertisements.
- Developed creative campaign concepts and contributed to brainstorming sessions to support marketing and communication objectives.
- Conducted research to support copywriting projects, verify information, and ensure accurate and relevant messaging.
- Proofread and reviewed marketing materials to maintain quality, accuracy, and ensure accurate and relevant messaging.
- Adapted copy to suit different brand voices, target audiences, communication goals, and digital platforms.

CONTENT WRITER | Glorious Gaming, Dallas OCT 2024 – MAR 2025

- Wrote content for the company's blog, exploring a wide range of topics within the gaming industry.
- Researched and developed themes and angles in line with the brand's tone and community.

MEDIA ANALYST | CARMA, Lisbon MAR 2022 – OCT 2025

- Prepared executive briefings for corporate clients and stakeholders, summarizing key news, industry developments, and media coverage in concise, actionable reports.
- Monitored and analyzed media coverage across press, online, television, and radio to identify relevant trends, public conversations, and brand-related insights.
- Conducted social media monitoring across Facebook, LinkedIn, X/Twitter, YouTube, Reddit, and Instagram to support client communication strategies and online reputation management.
- Reviewed advertising content and communication campaigns across social media platforms and websites, ensuring relevance and alignment with campaign objectives.

EDUCATION

Master of Communication, Culture, and Information Technologies | ISCTE-IUL, Lisbon Graduated: 2024
Bachelor of Communication and Culture Studies | School of Arts and Humanities - UL, Lisbon Graduated: 2022

LANGUAGES

Portuguese: Native
English: Fluent
Spanish: Intermediate
French: Basic

SKILLS

Copywriting	Creative Writing	Content Strategy and Management
Social Media Management	Digital Marketing	Data Analysis
Campaign Development	Brand Communication	Community Management
Scriptwriting	Storytelling	Quality Assurance

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