



Igor Celso Serrão

Communication and content strategist

São Paulo, Brazil
igorcelso22@gmail.com
linkedin.com/in/igor-celso-656295230
[See portfolio online](#)

Journalist with five years at Player1, Globo's games and esports agency, where I started writing for ge and left coordinating content, PR and creators for KONAMI, Betano and Prêmio eSports Brasil, Brazil's biggest esports awards. A hybrid profile across strategy, press and production: I turn information into narrative for brands, publishers, events and newsrooms in games, esports and entertainment.

Experience

- **Content coordinator**, Player1 2025 to 2026
 - Led content, strategy, PR, talent and the team on the KONAMI, Betano and Prêmio eSports Brasil accounts.
 - PEB at 10: launch and rebrand with V3A at Rio2C, interviews with Nobru, Nyvi Estephan, SRN and brTT, and a partnership with Login House eXP for the VCT Americas watch party.
 - PEB 2025: PR strategy, on-site press room and backstage spokesperson, managing the PR vendors.
 - Betano Creators: client service and weekly briefs for six creators.
 - KONAMI: stage script for eFootball Carnival 2025 and 2026 and press contact at the BGS 2025 booth.
- **Freelance**, Artplan 2025
 - Two months of BETMGM social media planned in two weeks.
- **Content specialist**, Player1 2024
 - First in-person eFootball Carnival, with Cafu: stage script and press dynamics.
 - Editorial lead for Player1's social channels and FC Futebol de Casa campaigns for KONAMI.
 - Production of X1 com a Mari at events such as CBLOL, FFWS Brasil, Gamescom Latam and CBCS.
- **Freelance**, Senac 2024
 - Bilingual games specialist at Senac's booth at BGS.
- **Editor**, Player1 2023
 - Shoots with Gabigol and Zico for eFootball.
 - Produced the Game+ stage at Rio2C and the YCS São Paulo Yu-Gi-Oh! mini-documentary.
 - Covered MEG 2023 and the 2023 Pan American Games on ge.
- **Scriptwriter**, Player1 2022
 - Scripts and influencer segments for the Portuguese-language Rocket League World Championship broadcast, aired on sportv.
 - Talking points and questions for Player1's panels at Rio2C, including Palco Mundo with Nyvi Estephan.
 - Concept and scripts for the Desafio das Nações live shows on ge during the 2022 World Cup.
- **Writer**, Player1 Nov 2021
 - ge esportsStars, my first project; coverage of RLCS and competitive eFootball on ge.
 - Bridge between Player1 and Globo at Prêmio eSports Brasil.
 - 263 stories on ge from 2021 to 2026, 104 under my byline.
- **Esports editorial lead**, Esporte News Mundo Mar to Nov 2021

Results

- 331**
press stories about PEB 2025, 77 in tier 1 outlets
- R\$ 16.47M**
in earned media for PEB 2025, reaching 889 million people
- 46.9M**
people reached in the PEB at 10 launch month

Skills

Content strategy, editorial planning, press relations, stage, live and video scripts, production and shoot direction, real-time coverage, creator and talent management, brand and publisher client service, awards curation and market research.

Education

Journalism, UFRRJ 2020
Thesis on esports journalism

Languages

Portuguese (native), English (fluent), Spanish (basic).