

Michael Paulyn

Remote Copywriter, Content Marketer, and Storyteller

About Me

Versatile EU-based Canadian content writer proficient in researching, writing, and editing diverse content. Works with minimal input to produce engaging, authoritative, and error-free work, while being autonomous yet communicative, with a 7+ year history of superior performance in remote environments.

Skills

- Content Strategy
- Branding
- Content Creation
- Technical Marketing
- Copywriting
- Email Marketing

Tools

- Canva
- Wix
- Atlassian JIRA
- Atlassian Confluence
- Figma

Contact Details



Upon Request



michaelpaulyn.com/contact



michaelpaulyn.com



linkedin.com/in/michael-paulyn/



Riga, Latvia

Personal Websites



[debbah](https://debbah.com) - Remote Job Board Database



[stoik AI](https://stoik.ai) - Technical AI Blog



[EH-3](https://eh-3.com) - Technical Web3 Blog



[syburr](https://syburr.com) - Tech Website Library

Education

Langara College

BBA in Marketing Management

- focus on marketing management, content marketing, and research

Langara College

Associates Degree in Criminology/Law

- focus on criminal and civil law, judicial system, criminal justice system

Marketing Experience

Freelance Copywriter & Technical Marketing Writer

michaelpaulyn.com

January 2018 to Present

- Developed and wrote compelling advertising copy for online content marketing campaigns across various industries, including software development, finance, and engineering, while maintaining consistent brand identity and tone.
- Edited and refined senior executives' press releases and marketing communication content, ensuring alignment with company-wide branding standards and publication guidelines.
- Created high-impact messaging for marketing media, contributing to increased revenues and market share while developing technical and non-technical presentations, PR campaigns, articles, and newsletters.

Senior Copywriter

Avast

March 2023 to April 2024

- Developed the creation of dynamic and engaging copy at Avast, blending technical writing with creative storytelling to craft compelling content that resonated with target audiences and elevated the brand.
- Orchestrated complex projects using agile methodologies and collaboration tools like Miro, Jira, and Figma, ensuring seamless team communication.

Senior Copywriter

Gen

March 2023 to April 2024

- Utilized skills in SEO copywriting, keyword research, and content management to optimize web content for search engines and boost online visibility.
- Collaborated with cross-functional teams using tools like Miro, Confluence, Jira, and Figma to streamline project management and ensure the successful delivery of marketing initiatives.

Technical Marketing Writer & Content Advisor

KIKrr

January 2023 - January 2024

- Provided strategic content and technical marketing guidance as a Board Advisor at KIKrr, leveraging expertise in SEO copywriting and digital marketing to enhance the company's online presence and content strategy.
- Created and edited high-quality technical articles on cybersecurity, ensuring accuracy and relevance while also aligning content with the company's overall brand and marketing objectives.
- Collaborated closely with cross-functional teams, offering leadership and direction in content development, PR writing, and brand strategies.

Technical Marketing Writer

Hatch Innovations

September 2022 - November 2022

- Developed and wrote engaging technical marketing content for various projects at Hatch Innovations, ensuring alignment with the company's brand identity and tone across diverse industries, including technology and software development.
- Crafted high-impact messaging for technical presentations, public relations campaigns, and digital content, contributing to the company's growth by improving audience engagement and driving product adoption.