Michael Paulyn

Tech Storyteller & Clarity Expert | Copywriting & Content
Marketing Consultant | Simplifying the World of Tech

About Me

I help tech companies make complex innovation clear and understandable by explaining their technology through simple stories people instantly get and trust. My work improves clarity, builds confidence, and supports adoption across AI, blockchain, Web3, and tech audiences.

Expertise

- Tech Translation
- Message Simplification
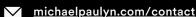- Product Clarity
- Customer Understanding
- Value Messaging

Outcomes

- Faster Understanding
- Clearer Messaging
- Stronger Adoption
- Less Confusion
- Higher Trust
- Simple Onboarding

Contact Details

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- in linkedin.com/in/michael-paulyn/
- 📍 Riga, Latvia

Personal Websites

- **debbah.** - Remote Job Board Database
- **stoik AI** - Technical AI Blog
- **EH-3** - Technical Web3 Blog
- **syburr** - Tech Website Library

Education

Langara College
BBA in Marketing Management
Vancouver, BC
Canada

Langara College
Associates Degree in Criminology/Law
Vancouver, BC
Canada

Marketing Experience

Copywriter & Content Marketing Consultant

michaelpaulyn.com
January 2018 to Present

- Improved how companies explained their product by creating clear messages that helped customers instantly understand how it worked and trust it more.
- Simplified product learning by turning complex systems into simple steps that supported quicker onboarding and reduced early confusion.
- Provided companies with the language they couldn't find so they could explain their technology in clear everyday words that customers understood right away.
- Developed simple repeatable stories companies reused across channels, reducing the need for constant rewrites and saving time each quarter.

Senior Copywriter

Avast
March 2023 to April 2024

- Improved how Avast explained products by turning complex security details into clear everyday language customers understood right away.
- Created simple reusable content for launches and updates that helped teams share product value with confidence while reducing rewrite time each quarter.
- Wrote clear copy for security alerts and product notices that helped customers respond quickly and reduced confusion during real online threats.

Senior Copywriter

Gen
March 2023 to April 2024

- Wrote clear copy that explained how security tools worked, helping customers feel confident using new features right away.
- Turned detailed product updates into simple messages that made release changes easy for customers to follow and act on.
- Created clean step-by-step guides that helped customers solve common security problems faster and reduced support requests.

Content Consultant

KIKrr
January 2023 - January 2024

- Guided the company in explaining its cybersecurity tools with clear everyday language and wrote content that helped customers understand how they worked right away.
- Shaped complex security processes into simple written guides that helped customers use KIKrr's tools with less confusion and more confidence.
- Created clear messaging while advising on wording that showed the value of KIKrr's protection features and reduced repeated customer questions

Copywriter

Hatch Innovations
September 2022 - November 2022

- Explained new software features in clear everyday language so customers understood how to use them right away.
- Simplified detailed instructions into short step-by-step guides that helped early testers learn the product with less confusion.
- Showed the real value of Hatch's tools in presentations and online content by writing copy that connected features to customer needs.