

# Michael Paulyn

Remote Copywriter, Content Marketer, and Storyteller

## About Me

Versatile Content Writer proficient in researching, writing, and editing diverse content. Works with minimal input to produce engaging, authoritative and error-free work. Autonomous yet communicative with a 4-year history of superior performance in remote environments.

## Skills

- Lead Generation
- Creative writing
- Content creation
- Copywriting
- Email Marketing

## Tools

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

## Contact Details



Upon Request



[michaelpaulyn.com/contact](mailto:michaelpaulyn.com/contact)



[michaelpaulyn.com](http://michaelpaulyn.com)



[linkedin.com/in/michael-paulyn/](https://www.linkedin.com/in/michael-paulyn/)



Vancouver, Canada

## 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

## Certifications

- Google
- Hubspot
- Stukent Mimic Pro
- Acadium Apprenticeship Completion

## Marketing Experience

### Freelance Copywriter & Technical Marketing Writer

[michaelpaulyn.com](http://michaelpaulyn.com)

January 2019 - Present

- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Edited content produced by senior executives, modifying the text to conform to company-wide branding standards and publication guidelines.
- Created high-impact messaging for marketing media, contributing to revenues and market share increases.
- Developed technical and non-technical marketing presentations, public relations campaigns, articles, and newsletters.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.

### Web Designer & Founder

[debbah.com](http://debbah.com)

September 2022 - Present

- Conducted target market research to scope out industry competition and identify advantageous trends.
- Evaluated user research to convert abstract ideas and requirements into planning tools such as journey maps, user personas, and storyboards.
- Enhanced functionality and appearance of the website and repaired functionality issues.
- Crafted website content and graphics by coordinating copywriting and designing images, icons, banners, and enhancements.

### Technical Marketing Writer & Content Advisor

KIKrr

January 2023 - Present

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Proofread copy written by colleagues to correct spelling, punctuation, and grammar. Researched and wrote technical articles on cybersecurity for company website publications.

### Senior Copywriter

Gen

April 2023 - Present

- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Created high-impact messaging for marketing media, contributing to increases in revenues and market share.
- Edited content produced by senior executives, modifying the text to conform to company-wide branding standards and publication guidelines.

### Technical Marketing Writer

QuoteMedia

March 2023 - Present

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Organized material to research and complete writing tasks.
- Carefully documented technical workflows in private wiki for education of newly hired employees.