

# Michael Paulyn

Remote Copywriter, Content Marketer, and Storyteller

## About Me

Focused Business Development Representative who is adept at proposal development, market research, and documentation. Enthusiastic people person with a methodical but flexible approach.

## Skills

- Lead Generation
- B2B expertise
- Product and service sales
- Creative writing
- Content creation

## Tools

- Hootsuite
- Slack
- Instagram
- Canva
- HubSpot

## Contact Details



Upon Request



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

January 2020 - Present

- Increased brand awareness, website traffic, and sales by implementing effective marketing campaigns and strategies.
- Managed needs of more than 5 clients at once using strong prioritization and multitasking abilities.
- Developed new business by networking with prospects and valuable customers through word of mouth and at virtual networking events.
- Created high-impact messaging for marketing media, contributing to increases in revenues and market share.
- Cultivated social media following across 3 platforms with more than 1200 total followers.

### Technical Marketing Writer

Hatch Innovations

September 2022 - November 2022

- Researched and wrote technical articles on web3 for long-form website publications.
- Interviewed personnel and read journals to research web3 and web development before writing.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with an exciting, captivating, and authentic approach.

### Technical Marketing Writer

ZeroDrop Labs

September 2022 - November 2022

- Provided writing support in a fast-paced environment for various public-facing materials.
- Evaluated project requirements and content standards for each project to produce copy in line with a creative structure.
- Developed copy while maintaining brand voice and adhering to legal requirements.
- Strategized content based on Google Analytics data, geographical targeting, and keyword planning.

### Technical Marketing Writer

Ramp

July 2022 - September 2022

- Communicated with clients via phone and e-mail, conducting in-depth research during client interviews to determine proper writing tone and style according to client needs.
- Developed and edited informative, highly engaging, concise content for company websites and social media platforms customized for target audiences and company campaign objectives.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Researched and wrote technical articles on crypto for company FAQ publications.