

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 5+ 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/



Vancouver, Canada

Personal Websites



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



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



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



[syburr](http://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

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

September 2022 to 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.

Content Advisor & Copywriter

Blockchain Laboratories

June 2023 to Present

- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.
- 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.

Senior Copywriter

Gen

April 2023 to 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.

Senior Copywriter

Avast

April 2023 to 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.