

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

Tools

- Hootsuite
- Slack
- Instagram
- Canva
- HubSpot
- Wix

Contact Details



Upon Request



michaelpaulyn.com/contact



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

January 2020 - 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.

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.