



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



[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

[michaelpaulyn.com](http://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.

### Digital Marketing Accelerator Program

Acadium Plus

January 2021 - August 2021

- Was selected in the top 5% of applicants to receive competitive 1:1 digital marketing channel and career coaching
- 300 hours of immersive objective-based learning of key digital marketing channels, strategic frameworks, and marketing career pathing
- Developed techniques in creating strategic digital marketing campaigns, building conversion-focused marketing funnels and managing paid media campaigns
- Trained and tested through various assignments and exercises on modern marketing technologies like Slack, MailChimp, Drift, ManyChat, and Stukent

### Copywriter and Business Development Rep

ABQ-IT

November 2020 - May 2021

- Networked local business and community organizations to develop leads and generate business.
- Increased brand awareness, website traffic, and sales by implementing effective marketing campaigns and strategies.
- Used HubSpot and Seamless.ai to handle current portfolio and prospective leads.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom-line profitability

### Marketing Coordinator (Internship based in China)

Weifang Global Bridge Education Management INC. September

2017 - April 2019

- Applied strategic negotiation and sales closing skills to bring in 10 new accounts.
- Boosted sales from WeChat channels by more than 25% from 2017 to 2019.
- Leveraged WeChat social media strategy to produce a consistent monthly income of \$7000.
- Organized and oversaw a solid business portfolio bringing in 30% of revenue objective in 2 years.
- Coordinated communication between students and school administration to create a culturally-sensitive learning environment.
- Worked with an average of 15-40 students per class.