

Maciej Duraj (previous Americanized name and byline I also went by: Mike Lata)

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<https://maciejduraj.com>

[portfolio](#)

[LinkedIn Profile](#)

Professional Summary

I am an experienced journalist (Chico State graduate), writer and researcher with a focus on tech, multimedia and constantly evolving to learn new skills related to content creation. I enjoy learning through research and interviews and putting it into my own words for readers to easily discern and digest complex issues or topics. I am very technical and sometimes write technical guides or articles in addition to both microcopy and long-form writing.



Latest full-time content writing or tech journalism Position:

CKSource March 2021 - January 2023

- [Case Study sample](#)
 - [Blog Post sample](#)
 - I also wrote a Business Continuity Plan (Ask Piotr below for it maybe he has access still)
- Recommended by previous marketing leader at company Piotr Maciejewski (recommendation also present on LinkedIn): maciejewskipiotr1@gmail.com

Crypto & Web3.0 Topics Covered:

- [How Blockchain Platforms Represent the Future of Writing](#)
- Technical writing [sample](#): this involved collaboration with developers

Blockchain & Web 3.0 topics (many companies are asking for this, so I am including it here on top of the resume) **for various media that I covered:**

- [Blockchain Development and QA Testing](#)
- [How Crypto is Changing the World](#) - Medium based, thus a self-published piece on the topic

Great Achievements or Metrics

I uncovered a story by watching an interview that blew up and became viral with other media covering it and it got more than 4k views and more than 1.4k reads:

- [Becoming a Top Writer in Gaming on Medium](#)

Full Multimedia content production

Examples of me adding my own multimedia: such as video, photography or graphic design to my stories or articles (first two art graphic design last one has photo and video content):

- [Artificial Intelligence Will Transform Everything in Tech](#)
- [How the iPad is a Game Changer in Modern Computing](#)



- Warsaw's Virtual Reality Scene Showcased
- Game writing sample with my own illustrations (also shwocases intro storytelling)

Various Multimedia Journalism & Reporting for Online Media



- **Pluralsight** (formerly Trainsignal) Guide Writer: Wrote technical guide and research articles for the blog and guides sections of this IT training network 2/2019-5/2020
 - [sample](#) related to Artificial Intelligence, chatbot-creation
- **BairesDev** SEO Content Writer: wrote a wide range of articles related to technology such as the Blockchain, artificial intelligence and software development for this company that were published across various online media, [blockchain-related sample](#)
- **TouchArcade** (Top Mobile Gaming Site): Wrote news and game reviews - [Samples](#)
- **TechTimes**: Wrote tech news stories daily for this media in 2014 - [Samples](#)
- **IDG Consumer & SMB**: Worked on stories for **Macworld** magazine, **PC World** magazine and TechHive blog during 2012 - [Sample related to Augmented Reality](#)
- **AppAdvice**: Covered news for mobile apps and hardware - [Profile](#)
- **RunnerClick**: Wrote reviews for various athletic gear in 2018
- **AppleMagazine**: Wrote feature stories for this weekly publication - [Sample](#)
01/2012-08/2012

Marketing & Copywriting

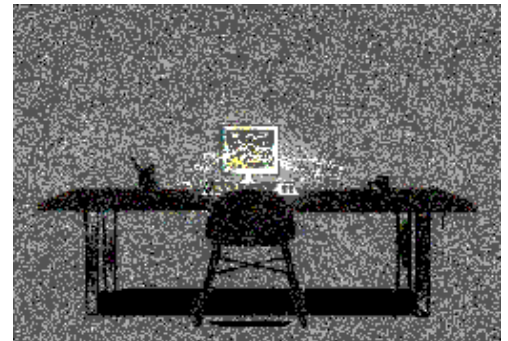
- **Fakturownia.pl / InvoiceOcean**: Headed the marketing efforts for the English branches of the Warsaw-based company Fakturownia.pl, including the sites of [InvoiceOcean.co.uk](#) and [InvoiceOcean.com](#). I also translated some of the Polish text from Fakturownia.pl to the InvoiceOcean sites and edited all of the text present.
10/2018-02/2019

Traditional Journalism

- **Palo Alto Weekly**: Interned in late 2009/early 2010 and freelanced for this publication thereafter.
- **The Orion Chico State newspaper**: Was the features staff writer for spring 2008 semester.
- [Traditional AP journalism story](#) for Medium about Polish version of Apple Stores

Technical Writing

- A technical blog post that involved collaboration with developer and sales teams:
- [A Starter Guide to Collabotation](#) (CKSource)
- Wrote **how-to guides** for Trainsignal/Pluralsight, Gizmodo and UBM Techweb
- Example of a cloud shared asset set-up guide for Gizmodo: [link to the guide](#)
- **UBM Techweb/DeusM Web Content**: Technical enterprise (B2B) news, editorials and blogs including SaasInTheEnterprise, TheEnterpriseCloudSite, BigDataRepublic
- Created a technical business continuity plan for CKSource revolving finding out why resources the company uses to outsource for where cloud data is stored among other things.
- Created a technical instructional as part of IDG Entertainment related to guide on how to use Amazon Kindle



- Collaborated on documentation - mostly proofreading and editing, but can do more
- Technical chatbot creation guide for Pluralsight:
 - [Building a chatbot using IBM Watson](#) (I have part two unpublished)
 - [Building a chatbot using Microsoft Azure](#)
 - [Building a chatbot using Motion.AI](#)

Press Release Writing

- **Marketing:** Entirely self-published and self-edited press release [sample](#)
- [Unpublished sample](#) of my most recent press release for a company

Web Design (WYSIWYG - using tools like Wordpress , Google Sites, or Weebly)

- Created my personal website that also includes a tech blog: <https://maciejduraj.com>

EDUCATION

Bachelors - spring '10 (Journalism - News Ed) – California State University Chico, CA

SKILLS

- Basic-Mid level **SEO** (*LinkedIn profile has certificates or online course history I took*)
- **UX Writing:** [sample project](#) as trail assignment
- Created or wrote a Business Continuity Plan
- **SEO** using CONTADU, Surfer, Ahrefs, Moz, Google Analytics and Google Trends
- **Markdown** language knowledge
- Basic HTML knowledge
- Basic web design knowledge and familiarity with various CMMS systems
- **Multimedia Experience:** created combined content like photography, video and writing
- **Graphic Design** using Adobe Illustrator, Photoshop CS5 & iPad tools like Procreate
- Created entire **Infographic** about Artificial Intelligence: [Link to PDF File](#)
- **Event/conference coverage** (gaming & tech expos)
- **AP Style Expertise** (Journalism)
- Worked with enterprise-based (B2B) and consumer-based publications
- **PR experience:** including writing press releases and social media campaigns
- **Social media** management experience
- **Apple iWork Suite, Google Docs, and Microsoft Office** (Excel, PowerPoint, Word)
- Familiar with both Mac and Windows operating systems
- **Video-Editing** Experience - Final Cut Pro, iMovie on both Mac and iPad - [Sample](#)
- Audio-editing experience using **Audacity**
- **Translation experience** Polish-English & German-English - [Samples](#)¹

¹I consent to my data being processed for the purpose of the job application I am applying for by potential employers