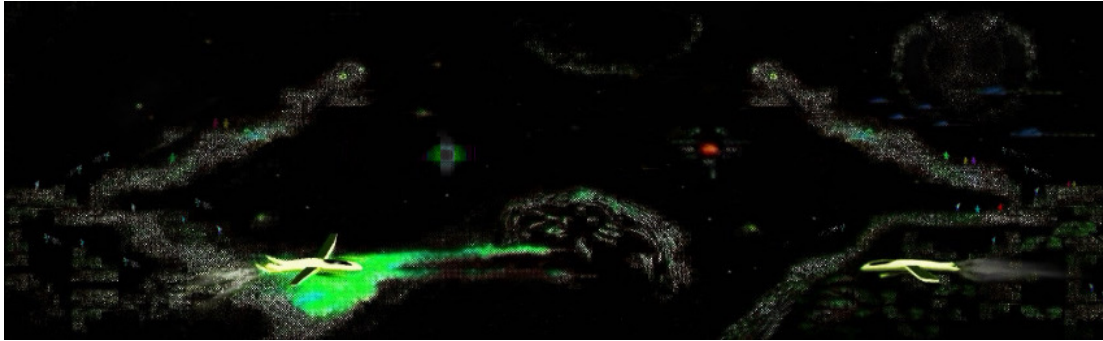**Maciej Duraj (previous American name and byline: Mike Lata)**
virolak@icloud.com: e-mail / +48 733-496-405: phone
https://maciejduraj.com
portfolio
LinkedIn Profile

Professional Summary

I am a native U.S. English speaker and writer (lived in California most of my life) as well as 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 also enjoy creating graphic design and multimedia content.

Latest full-time content writing or tech journalism Position:
CKSource March 2021 - January 2023
• *Writer Profile* with article links
• Single-handedly wrote a Business Continuity Plan (Ask Piotr below for verification)
• Recommended by previous marketing leader at company Piotr Maciejewski (recommendation also present on LinkedIn): *maciejewskipiotr1@gmail.com*

UX Writing
• Wrote main landing pages of invoiceocean.co.uk and https://www.invoiceocean.com/us
• Took UX writing course on LinkedIn Learning (see LinkedIn profile)
• Completed an UX test assignment and project you can see here
• Skills: familiarity with Figma, Adobe XD, user research, some user design

Good Recent Achievements or Metrics
• Uncovered or created a story by watching an interview that blew up and became viral with other media covering it later:
    • Becoming a Top Writer in Gaming on Medium

Mobile App & Game Reviews

• Samples here at my website and this includes writing for TouchArcade

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 shows my potential in game writing

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
- ◦ **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 previous text. 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:** Feature 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 (linked above) and a professional design-focused website at https://theartisticcounterculture.weebly.com/

EDUCATION

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

SKILLS
- Expertise covering artificial intelligence, technology trends, mobile apps, and more…
- Basic-Mid level ***SEO*** *(LinkedIn profile has certificates or online course history I took)*
- **SEO** using tools: CONTADU, Surfer, Ahrefs, Moz, Google Analytics and Google Trends
- **Markdown** language knowledge
- Mid-level **HTML** knowledge
- Basic web design knowledge and familiarity with various CMS systems like Wordpress
- **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)
- **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)
- **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]