MACIEJ DURAJ (Mike Lata)

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PROFESSIONAL SUMMARY

Accomplished Tech Journalist, Content Marketer, and Native English Writer with over a decade of experience producing high-impact, data-driven content for leading digital publications including Macworld, PC World, TouchArcade, and TechTimes. Expert at identifying emerging trends in artificial intelligence, SaaS, and mobile computing, conducting technical interviews with software developers and company founders, and executing SEO-driven content strategies. Proven ability to scale organic traffic, direct international brand marketing, and integrate multimedia production with compelling tech storytelling.

CORE COMPETENCIES & SKILLS

Area	Expertise
Editorial & Journalism	Tech Journalism, Investigative Reporting, AP Style Expertise, Developer Interviews, Trend Analysis
Content Marketing & SEO	Keyword Strategy, On-Page SEO, B2B Case Studies, Press Releases, SaaS Marketing
SEO & Analytics Tools	Contadu, Surfer, Ahrefs, Moz, Google Analytics, Google Trends
CMS & Web Publishing	WordPress, Weebly, Google Sites, Markdown, HTML
Multimedia Production	Adobe Illustrator, Photoshop, Procreate, Final Cut Pro, iMovie, Audacity

PROFESSIONAL EXPERIENCE

CKSource | Content Writer & Communications Specialist

March 2021 – January 2023

- Authored in-depth technical articles, developer guides, and B2B case studies by directly interviewing company founders and lead software engineers.
- Served as lead editor and proofreader across content streams, ensuring strict brand consistency, clarity, and high editorial standards.
- Researched and documented critical operational resources and workflows, authoring internal strategy documentation.

BairesDev | SEO Content Writer

Freelance / Contract

- Researched and authored high-ranking SEO articles covering complex technology verticals, including Blockchain, artificial intelligence, and enterprise software development.
- Optimized technical content for search visibility using industry-standard SEO tools to drive organic traffic across international platforms.

TouchArcade & TechTimes | Tech Journalist & Gaming Reviewer

Regular Contributor / Staff Writer

- Researched, wrote, and published daily breaking tech news stories, mobile app reviews, and gaming features for top-tier digital media outlets (TouchArcade).
- Uncovered and reported on viral industry stories by monitoring primary developer sources and conducting exclusive interviews.

IDG Consumer & SMB (Macworld, PC World, TechHive) | Technology Reporter

2012

- Produced feature articles, hardware reviews, and trend pieces focusing on emerging technology trends, consumer hardware, and mobile tech for globally recognized publications including Macworld and PC World.

AppAdvice & AppleMagazine | Mobile Tech Journalist & Feature Writer

2012

- Wrote weekly in-depth feature stories, hardware breakdowns, and mobile application news for digital publications focused on the Apple ecosystem.

Fakturownia.pl / InvoiceOcean | Marketing Lead (English Markets)

October 2018 – February 2019

- Headed marketing efforts for the English-language branches of the Warsaw-based SaaS company (InvoiceOcean UK and InvoiceOcean US).
- Translated, localized, and edited core product copy, landing pages, and marketing campaigns to optimize conversion rates for international markets.

Traditional & Community Journalism

- **Palo Alto Weekly:** Interned and freelanced as a community reporter covering local news and features.
- **The Orion (Chico State):** Feature staff writer for the spring '08 semester, producing investigative and cultural pieces.

SELECTED MULTIMEDIA & PUBLISHED WORKS

- **Artificial Intelligence Coverage:** Artificial Intelligence Will Transform Everything in Tech (Multimedia feature with custom infographics).
- **Hardware & Computing:** How the iPad is a Game Changer in Modern Computing.
- **Virtual Reality:** Warsaw's Virtual Reality Scene Showcased (On-site reporting and photography).
- **AP Journalism & Industry Analysis:** Deep-dive reporting on the Polish retail launch of Apple Stores published on Medium.

EDUCATION

California State University, Chico
Bachelor of Arts in Journalism (News-Editorial) — Spring 2010