

MICHAEL KURKO

COPYWRITER / WRITER / EDITOR

CONTACT

- 512-810-1569
- mmkurko@gmail.com
- michaelkurko.com
- Asheville, NC

SKILLS

- Content Strategy and Creation
- SEO Tools (Google Analytics, Moz Pro, etc.)
- AI Assistants (ChatGPT, Gemini, Claude)
- Google Suite
- Microsoft Office
- Project Management Tools (Asana, etc.)
- CMS Proficiency (WordPress, HTML, etc.)
- Conversion Rate Optimization and A/B testing
- Sourcing and Hiring Writers

PROFILE

Talented content specialist with nearly 20 years of expertise in copywriting, content strategy, and editing, crafting digital content that drives results. Recognized for a calm demeanor, strong work ethic, and ability to create streamlined processes that enhance team collaboration and performance across departments.

WORK EXPERIENCE

Syndication Editor

FinanceBuzz 2022-2024

- Edited, published, and updated a high volume of financial content to be syndicated on MSN, NewsBreak, SmartNews, and Apple News feeds.
- Ideated topics and headlines across investing, careers, travel, real estate, retirement, insurance, auto, and shopping verticals using granular performance tracking data.
- Trained freelance writers and editors to ensure editorial standards and aggressive deadlines were met.

Freelance Writer/Editor

Dotdash/U.S. News 360 Reviews 2020-2022

- Researched and wrote nearly 100 high-ranking, low-funnel articles in the finance, careers, and small business verticals for Dotdash properties The Balance, The Balance Careers, The Balance SMB, and Investopedia.
- Managed a team of 10 writers to deliver consistent, accurate, and engaging low-funnel B2C and B2B content (Dotdash).
- Performed monthly content updates on high-performing rating pages as well as quarterly category updates consisting of 20+ pages (U.S. News 360 Reviews).

Copywriting Specialist

Fit Small Business 2017-2019

- Increased affiliate partner revenue by 450% by optimizing CTAs, partner placements, and popups on a site with 3 million monthly visits
- Collaborated with data specialists to create automated performance dashboards to track and analyze CTRs and revenue

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TESTIMONIALS

"Michael Kurko is hands-down one of the best editors I've worked with in my 20-plus year writing career. He always gave me thorough directions for each assignment and promptly answered my questions. Michael knows how to coach his writers to bring out their best work. I value the advice he gave me, as I know it's made me a stronger writer."

– Janette Novak, Results-Driven Digital & Content Marketing Leader

"Michael is a dream teammate. His positive attitude is contagious, and his attention to detail is world-class. He expertly combines analytical skills and editorial strategy to create strong content, and he coaches others to do the same."

– Mary King, Seasoned Content Strategist & Editor

"Michael's work consistently improved reader interaction on our site, drawing them in and leading them to solutions that would benefit their business. His work was always detailed and informative, and he put extensive thought into what a reader was looking for when they'd be seeing his copy."

– Cassie Bottorff, Personal Finance Editor at **Fortune**

WORK EXPERIENCE

Content Strategist

Simple [A] 2014-2017

- Increased ranking and site traffic for a major healthcare network with 250,000 monthly visitors through content optimization.
- Delivered SEO audits and content strategies for large-scale businesses and organizations using enterprise CMS platforms.

Digital Content Specialist

Genesis Today 2013-2014

- Created engaging and compliant sales copy for product labels, sell sheets, print ads, and product web pages in a heavily FDA-regulated industry.
- Increased online sales for highly competitive products with SEO copy that improved product search rankings and site traffic.

Integrated Marketing Manager

TextureMedia 2012-2013

- Added 65,000 unique site visitors each month by managing the partnership with an innovative content exchange network.
- Increased reader engagement and ad impressions by implementing slideshow functionality to a high-traffic content website.
- Created brand awareness, authority, and interest with creative and descriptive copy across web, email, and social media.

SEO Editor

TextureMedia 2011-2012

- Increased organic search traffic month after month by optimizing content on a site publishing 15-20 pieces a week.
- Researched keywords and tracked key analytics to capture search traffic and increase rankings through optimized site structure and content.
- Increased sales on a niche e-commerce site with relevant and keyword-rich content pages targeting competitive organic search terms.