

# ALEX MIKAELIAN

Writer, Content Creator, Digital Media Specialist

## Education

- Sep 2016  
- May 2021

**American University of Armenia**  
Yerevan, Armenia  
English and Communication
- Sep 2019  
- May 2020

**Mary Immaculate College**  
Limerick, Ireland  
Contemporary and Applied Theatre Studies

## PROFESSIONAL SKILLS

- Content writing, strategy, research;
- SEO research and planning
- Scriptwriting and editing
- Video creation (recording, editing, publishing)
- YouTube channel moderation and growth
- Game writing, game news sourcing

## Knowledge of Tools

- Writing** - Docs, Word, Drive, Grammarly, Scenarist
- SEO** - Google Keyword Finder, Ahrefs, Screaming Frog
- Video creation** - Premiere, Audition, CapCut, OBS
- Graphic design** - Photoshop, Canva,
- YouTube** - vidIQ, TubeBuddy
- Management** - Notion, Trello, Jira

## LANGUAGES

- English - Native/Bilingual
- Armenian - Native/Bilingual
- Russian - Professional
- Spanish - Beginner

## CONTACT

- Email:** axmikal@gmail.com
- LinkedIn:** [www.linkedin.com/in/alex-mikaelian](https://www.linkedin.com/in/alex-mikaelian)
- Portfolio:** [alexmiportfolio.com](https://alexmiportfolio.com)

## Professional Experience

- Mar 2025  
- Present

**XDA (Gaming and Tech Media Outlet) - Full Time**  
**Game Journalist, Gaming Analyst**
  - Sourcing and publishing engaging and informative content related to the gaming industry.
  - Maintaining editorial calendar and helping to brainstorm new article ideas.
  - Testing and reviewing new game releases for a consumer audience.
- Nov 2023  
- Present

**Kinodaran (Streaming Media Company) - Part Time**  
**Script Writer, Creative Content Lead**
  - Writing scripts for TV series, films, and shows that are streamed on our platform;
  - Plan, develop, and implement creative content for multi-channel marketing strategy;
  - Brainstorm and coordinate film, TV series, and reality show programs.
- Apr 2024  
- October 2024

**MY.GAMES (Game Publisher) - Full Time**  
**Content Manager**
  - Plan, research, and create content for marketing;
  - Coordinate with game developer, community, and other teams on various content projects;
  - Brainstorm, request, and create assets for marketing;
  - In-depth analysis of the gaming industry and current trends that can be leveraged in marketing materials.
- Mar 2022  
- Nov 2023

**Let's Enhance (AI SaaS for B2B/B2C) - Full Time**  
**Content Writer, Creator**
  - Created and published B2C and B2B content for blogs, drove organic traffic by 600%;
  - Planned, recorded, edited, and published videos for the official YouTube channel, making it highest-performing social media platform with over 30k total organic views;
  - Created and implemented content packages to direct organic traffic on multiple platforms at once.
- Dec 2022  
- Aug 2023

**Digital Olympus (SEO Provider) - Contractor**  
**Content Specialist**
  - Wrote SEO content for B2B and B2C clients;
  - Planned and structured for SEO;
  - Coordinated with guest post managers for edits.
- Mar 2021  
- Mar 2022

**One Planet Studios (Venture Capital Firm) - Full Time**  
**Senior Content Writer**
  - Delivered 7-10 researched articles weekly for the official blog and performed SEO research;
  - Published articles through CMS.
- Apr 2018  
- Mar 2021

**Web Construct Studios (Web Dev Studio) - Contractor**  
**Content Manager**
  - Researched and wrote blog articles;
  - Brainstormed and planned content strategies;
  - Managed the publication of blog content.
- Apr 2018  
- Apr 2024

**Freelance**  
**Writer**
  - Worked on many projects that include blog content, commercial scripts, webpage content, infographic scripts, etc.
  - Clients from industries that include web dev, marketing, audio software, medical, fashion, etc.