

ALEX MIKAELIAN

Content Writer, Creator, Strategist

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
- Script writing, script editing, script doctoring

Knowledge of Tools

- Writing** - Docs, Word, Drive, Grammarly, Scenarist
- SEO** - Google Keyword Finder, Ahrefs, Screaming Frog
- Video creation** - Premiere, Audition, OBS
- Graphic design** - Photoshop, Canva, Figma
- 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

Portfolio: alexmikay.wordpress.com

Professional Experience

- 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.