

Contact

0754037866 (Home)
lazar.m.alin96@gmail.com

www.linkedin.com/in/alin-lazăr-1426711b4 (LinkedIn)

Top Skills

Web Content
WordPress
HTML

Alin Lazăr

Content Writer
Bucharest, Romania

Summary

Content Writer with 4+ years of experience creating, editing, and optimizing content for both B2B and B2C audiences. Skilled in SEO, content strategy, and multi-channel storytelling, from technical how-to guides and product reviews to press releases, newsletters, and financial reports.

Adept at aligning brand voice with business goals, managing content, and supporting marketing campaigns across web, email, and social media. Experienced in both long and short-form content, with a passion for technology, literature, and continuous self-improvement.

Sociable, open-minded, and detail-oriented, I do well in both independent and collaborative environments.

Experience

EveryMatrix
Content Writer
September 2021 - Present (4 years)
Bucharest, Romania

- Created and proofread content across multiple formats, including articles, financial reports, press releases, newsletters, product presentations, and marketing campaigns.
- Oversaw content for in-house game studios (Armadillo Studios, formerly Spearhead Studios), drafting press releases, newsletters, and launch campaigns for new casino games.
- Drafted content for SlotMatrix, the company's gaming aggregator website, and contributed to new product landing pages and standalone websites (PartnerMatrix, DeepCi, PlayMatrix).
- Produced thought-leadership and marketing content for OddsMatrix (sports betting division), covering sportsbook growth and betting data insights.
- Managed and distributed the company newsletter campaigns via Mailchimp.

- Added subtitles and optimized copy for company videos published across social media and other platforms.

Windows Report

Content Writer

November 2020 - September 2021 (11 months)

Bucharest, Romania

- Wrote and edited +200 articles across formats: product lists, troubleshooting guides, and in-depth software/hardware reviews.
- Updated and optimized existing articles daily, improving SEO performance and relevance.
- Collaborated with SEO and affiliate teams to boost rankings, increase content visibility, and engagement.
- Managed the company's social media presence via Buffer.
- Produced the bi-weekly company newsletter for subscribers.
- Gained practical experience with HTML using WordPress's text editor.

Education

University of Bucharest

Master's degree, Contemporary Literary Text Translation · (2020 - 2022)

University of Bucharest

Bachelor's degree, Philology · (2017 - 2020)