

Mike Kroll

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I am an experienced and formally trained copywriter, editor, and program manager. My skillset includes SEO optimization, UX/UI copywriting, campaign management, research, editing, and content copywriting. I have proven success in these abilities across multiple markets and disciplines.

My education has spanned multiple countries and has aided me in developing a multicultural approach to business, education, as well as community outreach. I possess a Bachelor of Science in psychology and biology; as well as a Masters of Arts in social work (with a specialty in crisis and trauma studies).

Skills and Proficiencies

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- Google Workspace (Docs, Slides, Sheets, Gmail)
 - Image Editing (Canva, LunaPic, Pixlr, Picsart)
 - Social Media Management (Facebook, TikTok, Instagram, Twitter)
 - Accounting (Green Invoice)
 - Client Relations and Communication (Zendesk, Slack, Google Hangouts)
 - CRM and NLG input and management
 - Mailchimp
 - OneSignal

Experience

Communix (PokerFace), Tel Aviv, Israel - Copywriter

NOVEMBER 2021 - PRESENT

- Research, write, and edit all written marketing campaigns and in-game promotions
- Write UX and UI copy for current and future in-game features
- Create mockups and visual presentations for the art department to provide direction on future campaigns
- Draft company notices and edit all outgoing English communications between the company and professional talent agencies
- Write and edit social media posts to increase player engagement and help recruit new employees

Freelance Copywriting and Editing, International

MARCH 2020 - PRESENT

- Write content for multiple English websites (both US and UK English) in the fields of comedy, storytelling, and cryptocurrency
- Research and stay updated on current trends in different blockchain-based companies and technologies
- Designed marketing campaign mockup for a fine art studio in Tel Aviv, IL
- Manage business finances, generate invoices and receipts for multiple clients
- Creative writing 10+ page family-friendly stories for an online mobile gaming company in Tel Aviv, IL

Gliding Deer (Bingo Drive), Tel Aviv, Israel — *Support Analyst / Editor*

MARCH 2020 - OCTOBER 2021

- Provide customer support for technical issues related to a mobile gaming application
- Write original stories for in-game world development
- Edit outsourced creative writing stories and trivia for in-game use
- Edit and write microcopy for in-game messages and advertisements
- Draft and oversee company communications for players and iOS/Google Play stores
- Transcribe and edit Hebrew to English memos and messages from CEO to English-speaking businesses and investors

Tiny Toes Play School, Tel Aviv, Israel — *Preschool Teacher*

MARCH 2019 - MARCH 2020

- Educate children (1-3 years old) through play, singing, arts
- Social skill development
- English language development

Preen.Me, Jaffa, Israel — *Program Manager*

OCTOBER 2018 - JANUARY 2019

- Social media marketing (KPI management)
 - Experienced in running full-scale marketing campaigns and managing creative social media content
- Campaign marketing management
- Instagram influencer relations

Tzimaon For Hug, Tel Aviv, Israel - *Management Intern*

NOVEMBER 2017 - AUGUST 2018

- Develop a training program for future interns
- Manage intern training budget
- Provide a researched framework to improve the effectiveness of the organization

Phrasetech, Tel Aviv, Israel — *Content Editor*

NOVEMBER 2016 - OCTOBER 2017

- Content writing/editing
- Natural Language Generator (NLG) input
- Search Engine Optimization (SEO)
 - Implementing SEO terminology into pre-existing texts to generate natural and optimized traffic to client sites

Westdale Asset Management, Texas, USA — *Community Manager/Leasing Agent*

APRIL 2014 - AUGUST 2016

- Lease and maintain apartments
- Verify income/insurance

- Manage budget and invoices

Texas Department of Family and Protective Services, Texas, USA — *Childcare Licensing Investigator II*

APRIL 2013 - FEBRUARY 2014

- Investigated complaints of abuse/neglect, illegal child care, and standards violations in licensed/registered and unregulated facilities
- Documented findings of investigations and notified child care providers of findings and any corrective or adverse actions being taken
- Responded to emergency complaints of abuse/neglect in licensed/registered and illegal child care operations

Education

Tel Aviv University, Tel Aviv, Israel — *M.A. Social Work*

OCTOBER 2017 - AUGUST 2018

The University of Mary Hardin-Baylor, Texas, USA — *B.S. Psychology/Biology*

AUGUST 2007 - MAY 2011

Special Skills and Interests

- Stand-up comedian - 14 years
- Commercial acting and scriptwriting
- Rock climbing
- Horse riding and training
- Escape room enthusiast