

# Mike Kroll

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With over ten years of experience, I am a seasoned senior copywriter, content strategist, social media manager, and marketing executive. My skill set encompasses SEO copywriting, campaign management, email marketing, digital content strategy, and team leadership. I have a successful track record in producing compelling copy and spearheading marketing campaigns across diverse industries, including gaming, e-commerce, digital finance, cryptocurrency, security, geopolitics, and entertainment.

## Skills

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- **Google Workspace** (Docs, Slides, Sheets, Gmail, Analytics)
  - **Image Editing** (Canva, LunaPic, Pixlr, Picsart)
  - **Social Media Management/Marketing** (META, TikTok, Instagram, Twitter, LinkedIn, YouTube, Telegram, Discord)
  - **Campaign Management** (HubSpot, Buffer, Hootsuite)
  - **Product Management** (Jira, Monday)
  - **Accounting** (Green Invoice/Morning)
  - **Client Relations and Communication** (Zendesk, Slack, Google Hangouts)
  - **CRM and NLG input**
  - **Email Campaign and Management** (Mailchimp, Klaviyo)
  - **SEO** (copywriting and campaign management)
  - **Micro, short-form, and long-form copywriting and content writing**

## Experience

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### **Freelance Content and Copywriting, International**

MARCH 2020 - PRESENT

- Content and copy creation for landing pages, blogs, commercials, and newsletters
- Research and report on trends in the blockchain, security, fintech, e-commerce, entertainment, and technology industries
- Development of marketing strategies for short-term and long-term social media campaigns
- SEO, UX/UI copywriting, and creation of short and long-form copy for social media platforms
- Management and strategic planning for social media to boost engagement and click-through rates
- Portfolio: <https://www.mikekrollcopy.com/portfolio>

### **UNKJD (UNKJD Soccer), Tel Aviv, Israel - *Marketing and Community Manager***

MAY 2023 - DECEMBER 2023

- Assisted the Head of Marketing and Branding with planning the company's content strategy
- Drafted and managed all email and social media marketing campaigns
- Increased online engagement and community follower size by over 25% across multiple social media platforms
- Managed and moderated the company's 61,000+ Discord community and increased daily engagement and community size
- Managed and wrote company and game blog updates, increasing follower count from 25,000 to 30,000+ subscribers

- Tracked and analyzed all social metrics and adapted strategy to ensure increased CTR, follow, and sign-up rates
- Built and moderated community quest system and increased download and engagement rates during Alpha and Beta testing cycles
- Tracked and analyzed growth of userbase for blockchain-based game and cryptocurrency
- Increased awareness and reported on blockchain technology growth and adaptation

**MAX Security Solutions, Tel Aviv, Israel - *Content and Social Media Manager***

DECEMBER 2022 - MAY 2023

- Managed and led the company's content and design team
- Managed company social media accounts and increased follower count by 47% across all platforms
- Increased social engagement and impressions by 66% across all social media platforms
- Crafted engaging and SEO-optimized content for various social media platforms, resulting in a 50% increase in organic traffic and 20% growth in conversion rates
- Crafted and led the design team for business to business, and business to customer, company newsletters resulting in an increased email marketing open rate of 15%
- Edited and redrafted company brochures and presentations for streamlined distribution
- UX writing for training scripts, website features, and online digital assistant
- Tracked social and promotional metrics and managed analytic reports
- Drafted weekly, monthly, and annual content strategies

**Gigantic (Clawee), Tel Aviv, Israel - *Copywriter and Social Media Manager***

SEPTEMBER 2022 - DECEMBER 2022

- Managed social promotions and promoted new in-game events for the community
- Drafted, edited, and managed all social media marketing campaigns and in-game UX/UI copy
- Responsible for managing all social media platforms and successfully increased player engagement by 20%.

**Communix (PokerFace), Tel Aviv, Israel - *Copywriter***

NOVEMBER 2021 - SEPTEMBER 2022

- Researched, wrote, and edited all written materials for marketing campaigns and promotions within the game
- Increased player engagement and sales by writing UX/UI copy for recurring promotions and future in-game features
- Produced mockups and visual presentations to guide future campaigns for the art department.
- Managed push notifications for announcements, sales, and notices to player devices
- Managed official notifications for the company and proofread outgoing English correspondence between the company and other businesses
- Drafted social media posts and ad text for player engagement and company recruitment
- Researched and drafted blockchain-centered whitepaper for future expansion of the game
- Researched implementation and adaptation of cryptocurrency into existing mobile game model

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

MARCH 2020 - OCTOBER 2021

- Provided customer support for technical issues related to the company's mobile game
- Ensured customer satisfaction and managed surveys to analyze support deficiencies
- Decreased daily support ticket queue by 65%
- Wrote and managed original stories and content for in-game world development
- Added 50+ game levels of content

- Edited outsourced content and made it ready for in-game use
- Increased monthly sales by 15% by editing and writing microcopy for in-game messages and advertisements
- Drafted and oversaw company communications for players and iOS/Google Play stores
- Transcribed and edited Hebrew to English memos and messages from the CEO to investors

**Tiny Toes Play School**, Tel Aviv, Israel — *Preschool Teacher*  
MARCH 2019 - MARCH 2020

- Educated children (1-3 years old) through play, singing, and arts
- Encouraged and taught social skill development
- Encouraged, taught, and helped with English language development

**Phrasetech**, Tel Aviv, Israel — *Copywriter and Content Editor*  
NOVEMBER 2016 - OCTOBER 2017

- Provided content writing and product description editing services for top e-commerce websites and email marketing campaigns
- Helped develop natural language generation technology through text and language editing
- Refined NLG and predictive text output for product descriptions and e-commerce utilization
- Implemented SEO-researched text into pre-existing language structures to generate natural and optimized traffic to client sites and landing pages
- Edited and rewrote daily batches of 550+ generative text product descriptions

## Education

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**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