
Michael de Alwis

SKILLS

Copywriting & Editing
Content Strategy & Planning
Video Production & Editing
Creative Direction
SEO & ASO
Sub-Editing
Account Management
Digital PR & Link Building
Competitor Analysis
Content Localisation

TOOLS

Jira
Slack
Notion
Figma
WordPress
SEMrush
Adobe Premiere Pro
Google Keyword Planner
Microsoft Office
Google Trends
Clearscope
AppTweak
Adobe Photoshop
Adobe Illustrator
ChatGPT

EDUCATION

Bachelor of Arts University of Auckland, 2014

Film, Television & Media Studies Major, Anthropology Minor

BRANDS

Spotify
YETI
Booking.com
Just Eat
Uber
Deliveroo
Sotheby's
L'Oréal
Marks & Spencer

For over a decade I've been producing and editing creative content for major global brands. Working across a broad scope of sectors and mediums, I'm capable of delivering high-quality content for any brand, platform, and market.

I take great pride in my versatility within the ever-evolving workplace and I always welcome new challenges and perspectives with curiosity and confidence.

PREVIOUS ROLES

CONTENT MANAGER at Adapt / Welocalize
2016 - 2024

- **Copywriting and editing**—blog content, landing pages, metadata, whitepapers, editorial content and more
- **Social Media content**—video production & editing, banner ad design, ad copy creation and more
- **Content strategy & ideation**—devising bespoke, scalable content strategies that balance SEO value and user experience
- **Sub-editing**—managing production and delivery for several large-scale content projects
- **Defining style & TOV guidelines** for a variety of brands
- **Account management**—working directly with clients & stakeholders while managing both in-house teams and external resources
- **SEO and ASO** research, analytics, strategy and production
- **Localisation and language services**—adapting content for local markets while maintaining the brand voice, and creating bespoke content tailored for mass-translation

CREATIVE WRITER at EMGN.com
2015

- Writing content for EMGN.com, including lists, short-form news articles, entertainment pieces, film reviews, and more
 - Researching news and trending topics and developing content calendars
 - Planning and producing articles with the ultimate goal of creating viral content.
 - Analysing click-through rates and social engagement to guide future content for EMGN.com.
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Always approaching my work with empathy and care, I strive to maintain a comfortable, positive working environment. I'm approachable, kind, and compassionate while maintaining a pragmatic approach to problem solving.

Throughout my career I've demonstrated my ability to adapt and evolve.

Outside of content marketing, I've worked in sales, hospitality and e-commerce roles in New Zealand, Canada, and the UK. Working as a freelancer for several years, I developed a flexible mentality that allows me to thrive in the modern working environment.

While I'm certainly an enthusiastic collaborator, I'm just as disciplined and driven when working autonomously.

FREELANCE ROLES

Creative Writer at Allteresting.com, 2016 – 2017

- Planning and writing list articles, entertainment content, news stories, and more.

SEO Copywriter at RankHigher.ca, 2016

- Writing SEO content for a variety of Canadian brands.

Writer at TRINE Magazine, 2015 – 2016

- Contributing regular editorials articles for online magazine TRINE.

Content Writer at Career Pathway NZ, 2014

- Writing informational and advice articles on careers, study, and gap years for young New Zealanders.

Content Administrator at Mighty Ape, 2013

- Administrative work adding products to the Mighty Ape online store, as well as description writing, image sourcing and more.

Copywriter at First Digital Media, 2012 – 2013

- Writing SEO content for various clients predominantly in the travel and fashion sectors.

Blog Writer at University of Auckland, 2012

- Producing regular content for the University of Auckland's *The Inside Word* blog, focusing on the First-Year experience.

Video Producer, Creative Director & Editor for Charly Haze, 2021

- I have been the creative director, producer and editor of a full-length music video for London musician Charly Haze. This collaborative project was done completely remotely in the middle of the pandemic. I helped develop the artist's vision into a full-fledged concept, and as the director and editor of the video, helped execute this concept. This also involved the production of short-form social media content to promote the release of the full video.