

# Mike Kroll

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Howdy, I'm Mike. I'm a highly accomplished Senior Copywriter, Social Media Manager, Content Strategist, and Product Marketing Executive with 10+ years in tech, including mobile gaming, fintech, cybersecurity, influencer campaign management, SaaS, and e-commerce. My skillset includes SEO copywriting, digital content strategy, analytics, social media growth, and team leadership. I possess Southern charm and the ability to craft compelling narratives and copy that drive increased engagement, conversions, and a broader brand identity.

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## CORE COMPETENCIES

- **Content & Copywriting:** SEO, UX Writing, Microcopy, Email Marketing, Ad Copy, Brand Storytelling, Product Marketing, UGC, Commercial Scriptwriting, Digital & Physical Content Strategy
- **Digital Marketing:** Campaign Management (HubSpot, Mailchimp, Klaviyo), Social Media (Meta, TikTok, Instagram, X, LinkedIn, YouTube, Telegram, Discord), Community Management, Performance Marketing
- **Leadership & Project Management:** Team Leadership, Content Design Collaboration, Project Management (Jira, Monday.com)
- **Analytics & Optimization:** Analytics, Social Media Metrics Tracking, Campaign Performance Analysis

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## PROFESSIONAL EXPERIENCE

### **Freelance Content Strategist and Senior Copywriter, International** | Remote MARCH 2020 - PRESENT

- Deliver high-impact content and copy for a variety of industries (blockchain/Web3, security, fintech, e-commerce, entertainment, etc.)
- Developed/executed social media marketing strategies, driving engagement and click-through rates
- Crafted SEO-optimized, UX/UI-focused, and conversion-driven copy for various digital platforms
- Consulted on/edited AI-generated text for brand voice and accuracy

### **Playtika (Best Fiends)** | Herzliya, Israel Contract Social Copywriter | JULY 2024 – AUGUST 2025

- Developed AI UGC scripts and marketing campaigns utilizing actual player reviews
- Developed and managed comprehensive marketing campaigns across various channels (e.g., in-app, social media, email)
- Conducted market research and competitive analysis to identify opportunities and inform product roadmap decisions.
- Wrote and directed scripts for Instagram, YouTube, and TikTok, generating engaging video content that boosted brand visibility.

### **UNKJD (UNKJD Soccer)** | Tel Aviv, Israel Marketing and Community Manager | MAY 2023 - DECEMBER 2023

- Defined and implemented brand-new company content strategy
- Executed email/social campaigns, increasing online engagement and community growth by 25%+ across all platforms
- Managed 61,000+ member Discord community (and a team of four moderators)

- Authored company/game blog updates, increasing initial 25,000 active subscriber count by 40%+

**MAX Security Solutions** | Tel Aviv, Israel Content Strategist and Social Media Manager | DECEMBER 2022 - MAY 2023

- Led content and design team, overseeing creation and delivery of company marketing materials (both digital and physical)
- Increased social media presence by 47% (followers) and 66% (engagement/impressions)
- Crafted SEO-optimized content, resulting in 50% organic traffic increase and 20% conversion growth through website traffic and marketing channels
- Developed B2B/B2C newsletters, increasing email marketing open rates by 15%
- Executed UX writing projects for training scripts, website features, and digital assistants to optimize business capabilities

**Gigantic (Clawee)** | Tel Aviv, Israel Copywriter and Social Media Manager | SEPTEMBER 2022 – DECEMBER 2022

- Developed and managed engaging content strategies for social media platforms, specifically focusing on promoting in-game events and enhancing player participation.
- Crafted compelling social media copy and creative assets, tailoring content for various channels to boost brand visibility and drive event promotion
- Executed strategic social media campaigns and analyzed performance data to optimize content, resulting in a 20% increase in player engagement across all platforms.

**Communix (PokerFace)** | Tel Aviv, Israel Copywriter | NOVEMBER 2021 - SEPTEMBER 2022

- Wrote/edited all marketing campaigns and in-game promotional assets
- Increased player engagement/sales through impactful UX/UI copy
- Drafted blockchain-centered whitepaper for future game expansion into a multi-layered Web3-capable franchise

**Gliding Deer (Bingo Drive)** | Tel Aviv, Israel Copywriter & Support Analyst | MARCH 2020 - OCTOBER 2021

- Wrote original stories and content, adding 50+ game levels
- Increased monthly sales by 15% through strategic microcopy
- Decreased daily support ticket queue by 65%

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

- Provided content/product description editing for e-commerce websites and email marketing
- Contributed to Natural Language Generation (NLG) technology development/refinement
- Implemented SEO-researched text to generate optimized traffic

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## **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