

**Mike Lata (real name: Maciej Duraj)**  
[stirolak28@gmail.com](mailto:stirolak28@gmail.com) , [virolak@icloud.com](mailto:virolak@icloud.com) – e-mail  
+48 733-496-405 / Skype: Masz27



**OBJECTIVE:** To work in my field of journalism, tech writing, blogging, editing or marketing

### *EDUCATION*

Bachelors - spring '10 (Journalism - News Ed) – California State University Chico, CA



*Personal Website:* <https://mike-lata.com> Portfolio: [Mike Lata's Portfolio](#)

### *EXPERIENCE:*

#### **Blogging**

- **Runnerclick (2017-2018):** Wrote athletic gear reviews with image insertion and CMS management: [Sample 1](#), [Sample 2](#)
- *Ghost blogging about AI (2017):* [Sample](#)

#### **Technical Writing or guides**

- Wrote how-to guides for Trainsignal/Pluralsight, Gizmodo and UBM Techweb

#### **Magazines Writing:**

- [IDG Consumer & SMB:](#) I worked as an eBook editor for Macworld during late 2012 period up to January 2013.
- [Tabtimes.com:](#) This is more of a website now, but started out I believe as an ePub specifically designed for the iPad and its digital structure.
- [AppleMagazine:](#) This is a digital magazine, ePub, published weekly on Zinio and Apple Newsstand, which I wrote weekly feature stories with strict deadlines: [Sample](#).

**UBM Techweb/DeusM Web Content:** Technical enterprise (B2B) news, editorials and blogs

#### **Wordpress Blogging & Multimedia Journalism**

- My own [blog](#) has samples of [graphic design](#) and [video editing](#).

#### **Freelance Web Writing or Blogging:**

- [Pluralsight](#) (formerly Trainsignal): TrainSignal/PluralSight is an IT training site specializing in network security, cloud computing, Windows desktop software, hardware and gadgets, and more.
- [Appmodo](#), [3DTV](#), [Appadvice](#), [NoDpad](#), [The Appera](#): I produced content for these tech blogs, which focus on mobile apps, 3D printing, consumer devices and the like.

#### **Press Release Writing**

- Samples available on my [portfolio](#) (ref: Lana Parker: [lane760@gmail.com](mailto:lane760@gmail.com) and Marina Kahl: [marina.kahl@gmail.com](mailto:marina.kahl@gmail.com))

#### **Palo Alto Weekly**

- Internship in late 2009/early 2010 with samples on my website

#### **The Orion Chico State newspaper**

- Features staff writer for spring 2008 semester

#### *SKILLS:*

- Tech writing and reporting specialization
- Multimedia experience
- Wordpress expertise & familiar with various CMS infrastructures
- Graphic design using Photoshop/Illustrator CS5 & iPad tools like Procreate
- Video production and editing using Final Cut Pro and iMovie
- SEO/Google search strategy basics and knowledge base
- Technical manual & how-to guide writing expertise
- Event/conference coverage
- Familiar with gadgets, tech and the IT B2B market
- Covered human interest stories
- Worked with enterprise-based (B2B) and consumer-based publications
- 70 WPM
- PR experience, including writing press releases and social media marketing
- AP style excellence
- Social media management (for AppleMagazine)
- Apple iWork Suite
- Microsoft Office (Excel, PowerPoint, Word) Suite
- Familiar with both Mac and Windows operating systems
- Audio-editing experience – using Audacity
- Enjoy working remotely, but can also work on-site
- Very familiar with various social media platforms such as Instagram, Facebook and Twitter