**Alex Krol**

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Portfolio: <https://alexkrol.com/>

**Summary**:

Experienced Content Strategist, Writer, and UX Writer with a passion for crafting compelling narratives that resonate with diverse audiences. With over 20 years of experience in the tech, education, and entertainment industries, I have honed my skills in creating engaging and interactive content. My expertise lies in strategizing and executing multimedia content, collaborating with cross-functional teams, and delivering impactful storytelling experiences.

**Skills**:

Content Strategy and Creation, UX Writing, Technical Writing, Content Design, Product Development, Media Production, Automation, Collaborative Teamwork

**Work Experience**:

**Content Strategist, Writer, and UX Writer | alexeykrol.com**

Aug 2014 - Present (9 years)

* Successfully developed and managed newsletters, providing valuable and profitable content to subscribers.
* Created and curated educational content, instructional design, courses, explainers, and engaging newsletters.
* Utilized CMS and LMS platforms, leveraging automation to streamline content production and distribution.
* Collaborated closely with clients and stakeholders to understand their needs and align content strategies accordingly.
* Showcased expertise in WordPress to create engaging and visually appealing multimedia content.

**Writer, UX Writer, and Content Designer | Serendipity Lab**

Oct 2013 - Aug 2019 (5 years 11 months)

* Contributed to an online startup incubator, collaborating with startups to develop engaging content strategies.
* Developed educational content, instructional design, courses, explainers, newsletters, tests, and quizzes.
* Implemented CMS and LMS platforms, focusing on automation to streamline content management.
* Utilized WordPress to create and manage content, ensuring a seamless user experience.

**Instructional Designer, Content Designer | Pavlodar State University (Contract)**

Aug 2015 - Jan 2017 (1 year 6 months)

* Spearheaded the development of a comprehensive business development course, delivering over 60 hours of high-quality content.
* Crafted captivating video and graphic materials to enhance the learning experience.
* Leveraged a WordPress-based LMS platform and integrated email marketing to create a seamless learning environment.
* Managed a large student cohort, ensuring their progress and engagement throughout the course.

**CEO, Founder | Crowdsynergy/Startup**

Dec 2011 - Feb 2013 (1 year 3 months)

* Founded and managed an online startup incubator, fostering innovation and providing mentorship to emerging entrepreneurs.
* Guided startups through the ideation, development, and launch phases, providing strategic guidance and resources.

**Movie Producer and Writer | Azure Fields Film**

2006 - Oct 2013 (7 years)

* Produced and directed a diverse range of educational, documentary, and commercial films.
* Crafted compelling narratives and visual storytelling to captivate audiences.
* Collaborated with talented teams of professionals to bring creative visions to life.

**Education**:

**Master's degree, Electrical and Electronics Engineering**

Bauman Moscow State Technical University, 1984 - 1987

**Bachelor of Science (BS), Electrical and Electronics Engineering**

Bauman Moscow State Technical University, 1981 - 1983