

# Alex Krol

Mountain View, California, United States

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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](http://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