

# MICHAEL WHYLE

Business writer, creative strategist & AI explorer

Storyteller with a strong technical edge. I write to make ideas land – whether through sharp B2B content, brand voice development, or AI-augmented editorial strategies. With a background in media, comms, and research-heavy industries, I've cultivated specialist knowledge in three areas I care deeply about: energy, healthcare, and AI/tech. I'm a versatile writer with a generalist's breadth, but with sharp depth in these verticals. My goal is to connect the apparently random, chaotic dots of contemporary life in inspiring, unexpected ways – helping readers make sense of complexity in a way that contrasts with the predictability of even the most sophisticated Large Language Models. I translate nuance into narrative, helping brands articulate who they are and what they stand for – in ways that move people and markets.

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## Work Experience



### Technical Writer

Deep Atomic, Swiss nuclear energy start-up pioneering modular nuclear energy and data centre infrastructure  
August 2024 – March 2025

- Crafted impactful content explaining complex nuclear technologies and energy innovations to diverse stakeholders, including investors, technical audiences and the general public.
- Developed white papers, investor decks, regulatory submissions, internal knowledge bases.
- Shaped the company's public narrative and tone of voice from inception, aligning it with global clean energy and digital infrastructure trends.
- Collaborated cross-functionally with nuclear engineers, policy experts, and software developers to craft strategic communications.
- Led positioning work to differentiate the start-up in a competitive landscape, producing forward-thinking content on topics like AI's power consumption, grid sovereignty, and the digital clean energy transition.

### Senior Content Writer

Alkemi Collective, an award-winning integrated marketing and PR agency servicing blue chip clients as well as smaller up-and-comers across various sectors.

*January 2023 to August 2024*

- Spearheaded content creation for diverse B2B and B2C sectors, producing up to 30 high-quality deliverables monthly, including white papers, thought leadership editorials, press releases, and social media posts.
- Managed multiple project deadlines concurrently, adapting to changing priorities in a fast-paced corporate environment while preserving quality and brand integrity.
- Collaborated with subject matter experts and creative teams to develop integrated campaigns, harmonising technical accuracy with compelling storytelling for maximum impact.
- Led knowledge-sharing sessions on writing, storytelling, and AI integration in content creation.

## Core Skills

- Technical & Business Writing
- Content Strategy & Multichannel Planning
- AI-Augmented Creativity & Prompt Engineering
- Thought Leadership & Research Translation
- SEO & Digital Visibility Strategies
- Stakeholder Communications & Narrative Development
- Integrated Storytelling (Text, Visual, Audio)
- Fast-Adapting Workflows & New Tools Adoption
- Cross-disciplinary Collaboration in Tech Environments

## Interests

- Music, art, literature and film
- Philosophy
- Social justice
- Running & hiking

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## Writer and Editor

MindShift Communications, a Cape Town-based PR marketing and corporate communications provider, specialising in the healthcare space  
*March 2017 - November 2022*

- Produced high-quality written content for diverse clients in the healthcare industry.
- Conducted research into complex medical and scientific topics, translating technical concepts into accessible content for various audiences.
- Contributed to the writing and editing of corporate websites, developing product and service descriptions that effectively communicated technical features and benefits.

## Writer & Database Consultant

AWARD (Association for Water and Rural Development), A non-profit organisation specialising in multi-disciplinary, participatory, research based project implementation aimed at addressing issues of sustainability, inequity and poverty.  
*October 2013 - September 2017*

- Managed stakeholder databases and delivered data-driven presentations and reports.
- Generated insightful content to further the mission and objectives of the NGO.
- Gained a working proficiency in data structures, database architecture and schematics, SQL, CSV files, and Microsoft Access.

## New Media Assistant Editor

Grocott's Mail, South Africa's oldest independent newspaper  
*April 2011 - July 2013*

- Managed backend content moderation using Content Management Systems (CMS).
- Produced and edited multimedia content.
- Managed paid advertising in Google AdWords and AdSense.

## Academic Background



## Bachelor of Arts

Institution: Rhodes University  
*Year of Graduation: 2008*

## Technical Skills

- Familiar working in WordPress, Salesforce, Wikipedia.
- Adobe Creative Suite (Photoshop, InDesign, Premiere Pro)
- AI tools: ChatGPT, MidJourney, DALL•E, GPTs and automation workflows
- Music production & sound design (FL Studio, Audacity)
- Content Management Systems (various CMS platforms)
- SEO tools and Google Analytics
- HTML/CSS & basic Python
- Office365 (Word, PowerPoint, Excel, Teams)

## Personal Attributes and Soft Skills

- Proactive, driven, and self-motivated
- Positive disposition with a willingness to learn and improve
- Ability to work under pressure on multiple tasks
- Forward-thinking and able to take initiative
- Strong conceptual and strategic content planning skills
- Time management in fast-paced environments