

MICHAEL WHYLE

Senior Digital Copywriter & Content Strategist

Senior Digital Copywriter and Content Strategist specialising in AI-augmented creative workflows with deep domain communications expertise in energy, healthcare, technology and finance.

I develop integrated content programs across earned, owned and paid channels - from strategic frameworks and workflow automation to campaign execution and thought leadership.

Whether consulting on AI adoption strategy or crafting conversion-focused copy, I translate technical complexity into compelling narrative that serves business objectives.

Work Experience



AI Strategy Consultant & Content Director (Freelance)

Self-employed | Cape Town, South Africa

March 2025 - Present

- Lead AI adoption strategy and content creation for healthcare technology start-ups and creative agencies, translating emerging AI capabilities into practical business applications.
- Developed comprehensive AI transformation framework for TQ Group (marketing agency), including cost-benefit analysis demonstrating around 80% cost reduction across video production workflows - Created strategic roadmap with scenario planning for various AI adoption paths. Established "centaur model" frameworks for human-AI collaboration in creative production.
- Writing, visual storytelling, design, branding and investor collateral for Dr. Brian Levy's healthtech portfolio (Medtalkz, TravelMedz, Twintech), supporting medical education and travel medicine platforms and digital twins.

Technical Writer

Deep Atomic, Swiss nuclear energy start-up pioneering modular nuclear energy and data centre infrastructure

August 2024 - March 2025

- Shaped the company's public narrative and tone of voice from inception, aligning it with global clean energy and digital infrastructure trends.
- Crafted impactful technical content for user journeys and knowledge bases.
- Translated complex nuclear technologies into clear, accessible content for diverse technical and non-technical audiences.
- Developed white papers, investor decks, regulatory submissions, internal knowledge bases.
- Collaborated cross-functionally with nuclear engineers, policy experts, and software developers to craft strategic communications.

Senior Content Writer

Alkemi Collective, an award-winning integrated marketing and PR agency with a broad client base.

2022 - 2024

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Strategic Capabilities

- Content Strategy & Multichannel Campaign Architecture
- AI Transformation Consulting & Workflow Design
- Domain-specialised Communication & Research Translation
- Stakeholder Narrative Development & Thought Leadership
- SEO Strategy & Digital Visibility Optimisation
- Cross-Disciplinary Collaboration in Technical Environments

Interests

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

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- Spearheaded SEO content strategy for diverse B2B businesses (including clue-chip clients), producing press releases, op-ed features, thought leadership, white papers, and digital assets for integrated marketing campaigns.
- Ran team enablement sessions on AI adoption and led knowledge-sharing sessions on writing, storytelling in the era of AI.
- Managed multiple project deadlines concurrently, adapting to changing priorities in a fast-paced corporate environment while preserving quality and brand integrity.
- Collaborated extensively with subject matter experts and creative teams to develop integrated content, ensuring technical accuracy and compelling storytelling.

Writer and Editor

MindShift Communications, a Cape Town-based PR marketing and corporate communications provider, specialising in the healthcare space

2018 - 2021

- Managed stakeholder databases, delivered data-driven presentations and reports, and generated content to further the NGO's mission.
- Developed working proficiency in database architecture and SQL, demonstrating understanding of logic-based tools and programming concepts relevant to data manipulation platforms

Writer & Database Consultant

AWARD (Association for Water and Rural Development); a multidisciplinary, water-sector NPO

2013 - 2017

- Managed stakeholder databases and delivered data-driven presentations and reports.
- Generated insightful content to further the mission and objectives of the NGO.
- Developed working proficiency in data structures, database architecture, and SQL, demonstrating an understanding of logic-based tools and programming concepts relevant to data manipulation platforms.

New Media Assistant Editor

Grocott's Mail,

2011 - 2013

Managed CMS backend, produced multimedia content, and handled digital advertising (Google AdWords/AdSense).

Academic Background



Bachelor of Arts

Institution: Rhodes University

Year of Graduation: 2008

Technical Proficiencies

Creative & Production:

- Writing: Thought leadership, Technical, content, and social media writing
- Multimedia: Adobe Photoshop, InDesign, Premiere Pro, Illustrator
- Audio: FL Studio (complete fluency), Digital Audio Workstation expertise

AI & Automation:

- LLMs, image/video/audio generation tools
- Prompt engineering and model orchestration

Development & Data:

- Web: Python 3, HTML, CSS, AI agents, Git
- APIs: basic AI-integration; REST, JSON, Google Sheets
- CMS platforms and content management systems

Marketing & Analytics:

- SEO tools and Google Analytics
- MS Suite, Google Suite, Collaboration tools (Monday, Slack etc.)