

# 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.

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LinkedIn:

[www.linkedin.com/in/mikewhyle/](https://www.linkedin.com/in/mikewhyle/)

## 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

## 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.)