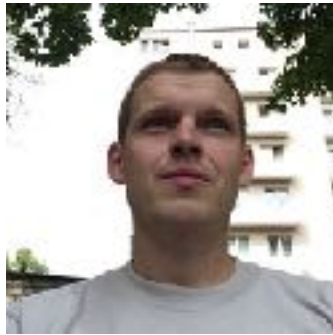

Mike Lata (Real Polish name with new/changed last name: Maciej Duraj)

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www.mike-lata.com / www.artisticcounterculture.com

Professional Summary



I am an experienced journalist, writer and researcher with a focus on tech, multimedia and constantly evolving to learn new skills related to the craft and digital arts. I enjoy learning new information through research and interviews and putting it into my own words for readers to easily discern and digest complex issues or topics. I am very technical and sometimes has done technical writing work, which I am open to doing in addition to traditional journalism, press release writing and other roles. I also enjoy lighthearted story coverage and magazine feature writing. I was born in Poland, and lived in the U.S.

most of my life, but I am back home (for now Warsaw) brushing up on his native tongue. This makes me bicultural and bilingual and I would love to try working in either language covering stories for major media. I have experience writing news content for various newspapers and media. I am trained in AP style and enjoy interviewing subjects and learning new things.

EXPERIENCE:

Multimedia Journalism, reporting

- **IDG Consumer & SMB:** Worked on stories for Macworld, Macworld & TechHive
- **Palo Alto Weekly:** Interned in late 2009/early 2010 and later freelanced
- **The Orion Chico State newspaper:** Was the features staff writer for spring 2008 semester
- **KrakowPost:** Freelanced with one story published: [Clip](#)
- **TouchArcade reviews & news:** Wrote news and mobile game reviews for this site: [Profile](#)
- **AppAdvice:** Covered news for mobile apps and hardware: [Profile](#)
- **RunnerClick:** Wrote reviews for various athletic gear

Technical Writing

- Wrote how-to guides for Trainsignal/Pluralsight, Gizmodo and UBM Techweb

Magazines Writing:

- **IDG Consumer & SMB:** Worked as an eBook editor for Macworld late 2012
- **Tabtimes:** Wrote news about tablet hardware gadgets
- **AppleMagazine:** Start-up Web-focused publication I covered news/features for: [Clip](#)

UBM Techweb/DeusM Web: Wrote blogs about enterprise IT and other industries related to big data, virtualization, server farms, cloud computing and more

Press Release Writing

- Samples available on my [portfolio](#) (ref: Lana Parker: lane760@gmail.com)

Web Design

- Created my personal website that also includes a tech blog with self-edited and self-published content, graphic design, video editing and more: www.mike-lata.com / www.maciejduraj.com.
- Created separate website for marketing, graphic design: www.artisticcounterculture.com.

EDUCATION:

Bachelors - spring '10 (Journalism - News Ed) – California State University Chico, CA

SKILLS:

- Tech writing and reporting specialization
- Multimedia experience including Wordpress & various CMS systems
- Graphic design using Photoshop CS5 & iPad tools like Art Studio
- SEO/Google search strategy basics and knowledge base
- Event/conference coverage
- Familiar with gadgets, tech and the IT market
- Worked with enterprise-based (B2B) and consumer-based publications
- 70 WPM
- PR experience, including writing press releases and social media
- AP style excellence
- Social media management (for AppleMagazine)
- Apple iWork Suite
- Microsoft Office (Excel, PowerPoint, Word) Suite
- Familiar with both Mac and Windows operating systems
- Final Cut Pro proficiency (Created the “About Us” video on Faqden.com)
- Audio-editing experience – using Audacity
- Very familiar with various social media platforms such as Instagram, Facebook and Twitter
- Translation experience regarding text using AI algorithm and my editing skills from multiple languages to English (no algorithm or translate tools needed if it is between Polish-English)
- Bicultural and bilingual in Polish/English

References/Proof of Excellence:

[LinkedIn Profile](#) (with five recommendations)

[Portfolio](#)