

Mike Hemi

Content Strategist & Marketing Writer

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Portfolio:

mikehemisportfolio.com

EXPERIENCE

MMMarketing, Toronto — *Founder & CEO*

June 2022 - PRESENT

- Founded a boutique content agency supporting clients including Wix.com, Plarium and Alison.ai.
- Developed content strategies, ad copy, and social campaigns for SaaS, gaming, and AI brands.
- Built and led a team of writers to deliver consistent, high-quality creative output.
- Integrated AI tools into workflows, improving efficiency and scaling campaign production.

Wix.com, Tel Aviv, Israel — *Marketing Writer*

April 2021 - May 2022

- Produced copy for landing pages, emails, and social ads for a platform with 200M+ users.
- Partnered with product marketing and acquisition teams to create ad scripts, blogs, and messaging for global campaigns.
- Simplified complex product features into engaging content, driving adoption and improving user experience.

yellowHEAD, Tel Aviv, Israel — *Content Marketing Manager / ASO Specialist*

May 2016 - March 2021

- Led content strategy, producing blogs, case studies, and thought leadership that strengthened brand authority and drove client acquisition.
- Created and launched branded video series (ASKyH), boosting YouTube engagement and audience connection.
- Collaborated with UA, creative, and sales teams to deliver high-performing ad copy and integrated campaigns.
- Executed ASO strategies for apps, boosting rankings, downloads, and conversions via keyword research, metadata tweaks, and A/B testing.
- Integrated ASO insights with marketing campaigns, ensuring consistent, cross-channel visibility and impact.

SKILLS

Content Strategy & Copywriting

Storytelling, brand messaging, SEO-driven content, social media copy

Digital Marketing & Performance

Social media growth, engagement optimization, conversion copywriting

AI & Automation in Marketing

AI-powered content creation, data-driven insights, video script development

App Store Optimization (ASO)

Keyword research, A/B testing, metadata optimization

Creative Campaign Development

Video scripts, ad copy, content marketing initiatives

Education

George Brown College, Toronto — *Business Admin - Marketing*

September 2008 - December 2012