

ALEXEY DUBININ

Technical Writer & Content Writer (Crypto, iGaming, AI, Fintech)
Porto, Portugal | EU Work Permit
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- 5+ years of professional writing experience across content, technical documentation & UX in Crypto, iGaming & AI
- Produced content that drove \$8M+ in crypto presales
- Broke all-time monthly record for first-time deposits at a leading iGaming platform
- Applied 14+ years of linguistic expertise to produce clear, accurate content for multilingual audiences

PROFESSIONAL EXPERIENCE

Senior Content Writer | Coinspaid (B2B Crypto Fintech Payment Infrastructure) | May 2026 — Present

- Produced optimized content that improved SEO metrics and drove organic traffic for two crypto B2B brands
- Owned brand voice and consistency across Coinspaid and CryptoProcessing, ensuring alignment with vision, tone, and guidelines
- Developed content strategy supporting expert brand positioning for B2B crypto audiences
- Collaborated with marketing and product teams to elevate content quality and depth

Content Writer | GoMining (Digital Bitcoin Mining Platform) | March 2026 — May 2026

- Contributed to product documentation and user guides for the GoMining platform in collaboration with the product team.
- Wrote 20+ educational articles on Web3 topics and a blockchain basics course for GoMining Academy
- Translated technical or abstract concepts into beginner-friendly explanations while preserving depth and accuracy.
- Wrote content with SEO best practices in mind: search intent, structure, internal linking, and keyword strategy.

Content Writer & Strategist | NDA (Leading Global iGaming Service) | June 2025 – February 2026

- Executed targeted localized content strategy, wrote audience-targeted copy for Telegram & Instagram
- Broke all-time monthly first-time deposit records in a new market within 3 months via content
- Adapted content for 8 accounts across 3 geographical markets, tailoring tone, terminology, and messaging for each audience

Content Writer & Strategist | Concordia (Crypto Marketing Agency) | Sep 2024 – May 2025

- Wrote content for 3 crypto presales (\$8M+ in funding), translating complex Web3 concepts for non-technical audiences.
- Built communities from 0 to 70,000+ members on X and Telegram in 4 months via structured & consistent writing.
- Defined content style and messaging frameworks across written & visual channels, driving 300% engagement growth pre-launch.

Content Marketing & BD Manager | Lemon AI (Digital Marketing & Deep Learning SaaS) | Aug 2023 – Aug 2024

- Developed technical guides and core marketing material (sales decks & product one-pagers) used to close 8 key clients.
- Authored and published 15+ long-form articles, increasing organic search traffic by 40% over 5 months.
- Represented the product at major tech events (WebSummit, Marketing Masters), contributing to 100+ leads for the sales pipeline.

Senior Copywriter & Editor | Mediastyle & Partners (Digital Marketing Agency) | Jan 2022 – Jul 2023

- Served as lead editor for a major blockchain client, ensuring all content was accurate, clear, and consistent in tone.
- Promoted from part-time to full-time Senior Copywriter in 2 months after successfully managing a 4x increased client workload.
- Wrote and edited over 100 articles and web pages for Crypto and Gaming clients, improving SEO rankings and user engagement.

Technical Translator & Interpreter | Soyuz-Project / Gorka GOC (Construction, Design & Engineering) | Jan 2021 – Oct 2021

- Translated specialized technical, design, financial, and legal documentation for complex architecture and construction projects.
- Interpreted for high-level meetings with government officials & global firms (Snøhetta, Coop Himmelb(l)au, Nagata Acoustics).
- Managed translation workload and supervised fellow translators, ensuring consistency, accuracy, and on-time delivery.

English Language Tutor | Private Practice | Jan 2012 – Dec 2020

- Maintained a 5.0/5.0 student satisfaction rating over 8+ years of instruction across age groups (6+) and proficiency levels.
- Developed structured curricula for individual learners, honing expertise in clear, audience-adaptive communication.

SKILLS

Documentation: *Google Developer Style Guide* | *Markdown* | *Docusaurus* | *Docs-as-Code* | *Git* | *GitHub* | *XML* | *DITA* | *HTML* | *Google Docs*
Design & Diagramming: *Figma* | *Canva* | *Draw.io* | *Miro*

AI: *Claude* | *Perplexity* | *Prompt Engineering* |

Workflow: *Confluence* | *Jira* | *Notion* | *Slack* | *Asana* | *Trello* | *WordPress*

LANGUAGE PROFICIENCY

English (C2/Fluent) | Russian (Native) | Portuguese (B2) | German (B2) | French (B2)

EDUCATION

IPAM (Porto, 2027) | *Post-Graduate Course: Artificial Intelligence in Marketing*

IPAM (Porto, 2025) | *Post-Graduate Course: Social Media & Content Marketing*

Diplomatic Academy (Moscow, 2018) | *Master's Degree: Regional Studies, International Relations & International Law*

RSUH (Moscow, 2015) | *Bachelor's Degree: Translation Theory & Practice, Institute of Linguistics*