

MIKE KRUMBOLTZ

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SENIOR EDITORIAL LEADER, PRODUCT CONTENT, UX WRITING & CONSUMER VOICE

PROFESSIONAL PROFILE

Senior editorial leader, writer, and player-coach with 20+ years creating clear, engaging content for large consumer audiences across entertainment, gaming, streaming, technology, education, and digital products. Combines editorial judgment, audience empathy, creative voice, and product thinking to help people understand, navigate, and enjoy products and stories. Experienced in hands-on writing and editing, product content and UX language, audience personalization, launches, curation, voice and tone, writer coaching, and AI-assisted editorial quality review. Trusted by Netflix, Yahoo, Electronic Arts, Google, KQED, and Wells Fargo.

SELECTED EDITORIAL & PRODUCT IMPACT

- Wrote and edited Netflix member content viewed by millions; served as lead writer on a four-person synopsis team and supported personalized synopsis and Netflix Games experiences.
- Served as a primary writer for Yahoo's front page nearly every weekday, producing news and entertainment coverage that regularly reached 5M+ views; transformed a daily Q&A into Ask Mike, growing readership to hundreds of thousands.
- Served as editorial lead for the launch of EA's Origin Access subscription service, now EA Play; voice, style, UX copy, FAQs, and customer-facing content supported 30% average engagement growth and contributed to revenue and sales gains.
- Served as Google's primary editorial point person for a 13-month StoryToys partnership, shaping app copy, UX language, audience decisions, and age-appropriate storytelling for two Android watch apps.

CORE EXPERTISE

Editorial Leadership, Managing Editor & Player-Coach, Product Editorial, UX Writing & Content Design, Entertainment, Gaming & Streaming Content, Consumer Voice & Tone, Audience Personalization, Storytelling, Copywriting & Copyediting, Product Launches, Content Curation & Taxonomy, Editorial Standards & Style Guides, Writer Mentoring, Cross-Functional Collaboration, AI-Assisted Content Review

PROFESSIONAL EXPERIENCE

FREELANCE, CA **Editor & Writer, Concurrent Engagements** Jan 2014-Present

Write and edit audience-facing content across journalism, entertainment, gaming, education, and health for clients including Winward Academy and Rally Health.

- Created Winward Academy's first editorial calendar and wrote or edited articles on high-school academics and standardized-test preparation that reached up to 50K views.

NETFLIX, CA **Synopsis Writer & AI / Content Strategist** Jan 2024-Dec 2025

Created member-facing product content for games, series, and films; partnered with product engineers and designers to tailor language for audience segments and evaluate AI-assisted content. (Contract)

- Wrote multiple synopsis versions for dozens of high-priority titles, including Arcane and American Primeval, balancing intrigue, accuracy, tone, audience relevance, and spoiler avoidance.
- Reviewed, rated, and rewrote AI-generated content for accuracy, grammar, tone, inclusivity, and natural voice; identified model limitations and applied human editorial judgment.

GOOGLE, CA**Kids & Family Content Strategist**

Oct 2022-Dec 2024

Created child-centered app copy, product briefs, promotional content, and editorial programming for Google Play; collaborated with developers and internal stakeholders. (Contract)

- Led an audit of the kids app catalog to improve inclusive, audience-relevant curation and guide developer recruitment and seasonal editorial promotion.
- Served as Google's primary editorial point person for the StoryToys partnership, supporting the concept-to-launch development of two Android watch apps - Marvel's Groove with Groot and Barbie's Color Creations - and shaping app copy, UX language, audience decisions, and age-appropriate storytelling across a 13-month schedule.
- Created and managed The Scoop, an internal newsletter read by senior leaders, and contributed to The Keyword, Google's official blog.

NETFLIX, CA**Writer & Editor**

Nov 2016-Aug 2022

Lead writer on a four-person team creating synopses for Netflix originals and high-priority branded and interactive projects across film, series, and games; member-facing content was viewed by millions.

- Served as the primary editorial partner for the launch of Netflix Games, owning synopses for launch titles and helping determine how much information to include while protecting intrigue and clarity.
- Helped launch personalized synopses, adapting voice and emphasis for different audiences while protecting clarity, accuracy, and narrative integrity.
- Facilitated a creative-writing coaching group for 5-9 writers, strengthening craft, confidence, editorial quality, and team productivity.

WELLS FARGO, CA**Senior Copywriter**

Mar 2016-Nov 2016

Wrote and edited consumer emails, web copy, video scripts, and campaign content for an in-house agency, adapting language to audience and channel. (Contract)

ELECTRONIC ARTS (EA), CA**Managing Editor**

May 2015-Mar 2016

Managed editorial content and a staff editor for customer-facing experiences across EA's Origin platform, including game descriptions, UX text, FAQs, campaigns, sales copy, and customer-care language. (Contract)

- Served as editorial lead for the launch of Origin Access, now EA Play; wrote core FAQ and About content and created a fan-focused style guide that clarified the subscription experience and strengthened brand voice.
- Developed tailored content for international campaigns and gaming conventions that increased Origin Access engagement by 30% on average.
- Served as creative lead on Origin initiatives that contributed to 25%+ revenue growth; front-page copy helped drive 15%-20% sales growth for featured games including FIFA 2016.

KQED, CA**Contributing Writer**

Nov 2014-Apr 2015

Authored humorous features on movies, music, relationships, gaming, and pop culture, including a video-game app story that increased awareness and sales. (Freelance)

YAHOO, CA**Senior Editor, Yahoo News & Entertainment**

Feb 2004-Nov 2014

Wrote and edited high-volume front-page, news, and entertainment content across pop culture, movies, television, gaming, sports, politics, and viral stories; managed and mentored staff writers and freelancers.

- Produced breaking-news reports, quick-hit stories, long-form features, and major-event coverage that regularly drew 5M+ views.
- Managed a three-writer team and mentored staff and freelancers, maintaining consistent voice, accuracy, and style under fast deadlines.
- Pioneered the use of search behavior to identify audience interests, shape coverage, and integrate reader data into editorial decisions.
- Transformed a daily editorial Q&A into Ask Mike, blending research and humor to grow readership to hundreds of thousands.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Fine Arts (MFA), Creative Writing, Saint Mary's College of California, Moraga, CA

Bachelor of Arts (BA), Psychology, Miami University, Oxford, OH

Poynter Institute Journalism Conference, Community of Writers Workshop, University of Iowa Summer Writing Workshop

TECHNOLOGY

Google Workspace, Microsoft Office, Google Analytics, Adobe Creative Suite, WordPress, Canva, Airtable, Slack, Podio, Lovable, Perplexity, OpenAI, Claude, Wix