MICHAEL WHYLE

WRITER · DESIGNER · GENAI FILMMAKER

I concept, write and art-direct for AI-first brands. My work spans campaign and product copy, brand worlds, prompting systems and award-winning GenAI film.

Fifteen years of writing across technology, energy, healthcare and finance give the work its range. Four years of hands-on generative practice give it its edge. At Pencil, I turn a fast-moving product into clear, visual material that clients and colleagues rely on.

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BASED IN
Cape Town, South Africa

i Experience

GenAI Writer
Pencil, The Brandtech Group's generative AI platform for brands
2026 – PRESENT

- Write and design prompting guides, playbooks and other community resources, including the Pencil Prompting Playbook for image and video.
- Manage and automate complex, ongoing updates to an extensive AI-first SaaS Help Centre, keeping every article in step with new features and models.
- Write social media copy for **The Pencil Perspective** podcast, **Humans of Pencil** and other key marketing campaigns.
- Produce **The News Drop**, Pencil's ongoing weekly AI news update.
- Grow the Pencil community with articles and custom AI imagery, published and scheduled on the community platform.

RECOGNITION · 2026
KALIMBA GENAI FILM
Shortlisted from 400+ entries in The Brandtech Group GenAI Film Competition and awarded $1,000. An Afrofuturist mockumentary about a South African innovator who finds a way to measure and record consciousness.

AI Strategy Consultant & Content Director
Freelance, Cape Town
2025 – 2026

- Led AI adoption strategy and content creation for healthtech start-ups and creative agencies, translating emerging AI capabilities into practical business applications.
- Developed an AI transformation framework for TQ Group, a marketing agency: cost-benefit analysis showing around 80% cost reduction across video production, a scenario-based adoption roadmap and "centaur model" principles for human-AI creative collaboration.
- Delivered writing, visual storytelling, design, branding and investor collateral for Dr Brian Levy's healthtech portfolio (Medtalkz, TravelMedz, TwinTech).

ii Selected Work

Wish Fish 2026
A solo-made GenAI fairy tale about a wish-granting fish that takes every wish literally. Direction, design, sound and score.

Mythopoeic
A fictional Afrofuturist jewellery brand, from name and identity to product imagery, built for a Pencil playbook.

The Portfolio
A scroll-driven WebGL journey through my own marker-on-paper artwork.
portfolio.mikewhyle.com

Vibe-coded apps
SLUMBR, Afrikan Tarot, Mystik Skies and Magic Carpet Wizard, which earned stars and forks on GitHub.

iii Capabilities

- Art direction for GenAI image and film
- Concept and brand world-building
- Copywriting and content strategy
- AI workflow, agent and prompt design
- Enablement, playbooks and documentation
- SEO, GEO and digital visibility
- Technical and research translation

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Technical Writer

Deep Atomic, Swiss start-up pioneering modular nuclear energy and data centre infrastructure

2024 – 2025

- Shaped the company's public narrative and tone of voice from inception, aligning it with global clean energy and digital infrastructure trends.
- Translated complex nuclear technologies into clear, accessible content for technical and non-technical audiences, from user journeys to knowledge bases.
- Developed white papers, investor decks, regulatory submissions and internal knowledge bases, collaborating with nuclear engineers, policy experts and software developers.

Senior Content Writer

Alkemi Collective, award-winning integrated marketing and PR agency

2023 – 2024

- Spearheaded SEO content strategy for diverse B2B businesses, including blue-chip clients: press releases, op-eds, thought leadership, white papers and digital assets for integrated campaigns.
- Ran team enablement sessions on AI adoption and led knowledge-sharing on writing and storytelling in the era of AI.
- Managed concurrent deadlines in a fast-paced environment, collaborating with subject matter experts and creative teams while preserving quality and brand integrity.

Writer and Editor

MindShift Communications, Cape Town PR, marketing and corporate communications provider specialising in healthcare

2018 – 2022

- Wrote and edited PR, marketing and corporate communications for healthcare clients.
- Produced press releases and thought leadership for a variety of clients.

Writer & Database Consultant

AWARD (Association for Water and Rural Development), a multidisciplinary water-sector NPO

2013 – 2017

- Generated content, data-driven presentations and reports to further the NPO's mission, and managed its stakeholder databases.
- Developed working proficiency in data structures, database architecture and SQL.

New Media Assistant Editor

Grocott's Mail, South Africa's oldest independent newspaper

2011 – 2013

- Managed the CMS back end, produced multimedia content and handled digital advertising (Google AdWords and AdSense).

iv Toolkit

GENERATIVE

Midjourney, GPT Image, Nano Banana Pro, Seedance, Runway, ComfyUI, ElevenLabs, Pencil

DESIGN & POST

Photoshop, Illustrator, InDesign, Premiere Pro, FL Studio

BUILD & AUTOMATE

Claude Code, n8n, Unreal Engine 5, HTML, CSS, JavaScript, WebGL shaders, Python, React, Firebase, REST APIs, Git

MARKETING & OPS

SEO and GEO tooling, Google Analytics, CMS and community platforms, Google and Microsoft suites, Monday, Slack

v Education

Bachelor of Arts, Anthropology
Rhodes University · 2008

vi Interests

- Music, art, literature and film
- Philosophy
- Social justice
- Running and hiking

Let's build worlds together.

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