

An experienced digital communications professional, I understand the importance of delivering authentic and concise messaging to engage employees, clients, and other key stakeholders.

As an Associate Content Manager at CARFAX, I edited and published automotive news and advice articles for Carfax.com (<https://www.carfax.com/car-research>). The Managing Editor commended my attention to detail and efficiency: *"He is a diligent editor with an eye for detail. He turns projects around quickly and brings clarity to even the most verbose prose."*

As a Web Editor for The Market Online, I curated, wrote, edited, and published finance content for the Market Online Canada website (themarketonline.ca). The Vice President of Global Product & Media Solutions noted my professionalism and organizational skills: *"John was highly regarded in his Web Editor role, demonstrating leadership, accountability, and attention to detail."*

Earlier in my career, I provided copywriting and social media management support to clients of The Creative Group, including AlmegaCo, LBMX, and Johnston Equipment.

I spent 5 years at RBC providing online communications support to senior managers across Commercial and Small Business Banking, Operations, and Digital. I managed "CB News," an online news feed reaching 35,000 employees across branches and sales teams.

At Cadillac Fairview, I worked with senior leadership and the Marketing team to create and manage content for "CF Connect," the company's first-ever corporate portal. My manager praised my role in the project's success: *"John's enthusiasm and creativity were critical to the successful launch of the company's first-ever corporate portal."*

For writing samples, podcasts, videos, and more, please visit my portfolio at <https://webeditor.london/portfolio>

I would welcome the opportunity to discuss how I can contribute to your team.

Sincerely,

John Ballem

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