

John F. Ballem - Web Editor/Copy Editor

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Need help telling your brand story? Let's connect!

I am a results-driven communications professional with over 20 years of experience in web content management, copywriting, and digital media. I've created and managed content for leaders in numerous industries, including commercial real estate, telecommunications, insurance, automotive, and banking. I deliver content that engages audiences, drives traffic, and supports strategic business objectives.

Core Competencies

- Copywriting & Content Strategy
 - Web Content Management & Editing
 - Internal & External Communications
 - Graphic & Web Design
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Professional Experience

CARFAX — Associate Content Manager (2023 – Present)

- Copyedited and published automotive news and advice articles (<https://www.carfax.com/car-research>).
- Increased audience engagement through data-driven content strategies, improving SEO performance and organic reach.

The Market Online — Web Editor (2021 – 2023)

- Authored, edited, and published more than 5,700 finance articles on the Market Online Canada website (themarketonline.ca), driving a significant increase in site traffic and user engagement.
- Collaborated with editorial and marketing teams to ensure content aligned with business objectives and user interests.

The Creative Group — Copywriter (Contract) (June – December 2020)

- Produced compelling web and social media content for several TCG clients, including Johnston Equipment and Almega Co., enhancing online visibility and engagement.
- Optimized messaging for digital platforms, maintaining brand consistency across websites, social media, and campaigns.

Gowan Consulting — Referral Coordinator (Contract) (February – April 2020)

- Managed occupational therapy referrals for mental health and ergonomic assessments.
- Delivered creative content for several internal projects, enhancing organizational communication and engagement.

UPLevel — Digital Communications Specialist (Casual) (April – August 2019)

- Provided content creation and editing support for website updates, email campaigns, and social media, ensuring consistent brand messaging
- Collaborated with cross-functional teams to align digital communications with organizational objectives.

RBC Insurance — Manager, Sales Communications (Contract) (2018 – 2019)

- Provided strategic communication support to RBC Insurance’s group benefits and travel insurance teams, driving engagement with internal and external stakeholders.
- Created sales enablement materials, supporting business development and improving client retention.

Scotiabank — Assistant Manager, Programs – BSC (February – May 2017)

- Supported internal communications for Scotiabank’s Business Service Centre (BSC), including internal newsletters, training materials, and process documentation.

RBC Royal Bank — Communications Manager, Canadian Banking Sales (2011 – 2016)

- Led communication efforts across multiple business lines, including Personal & Commercial Banking, Operations, Digital, and Compliance.
- Supported the successful launch of the Sales & Service Experience site – a microsite offering role-specific skill-building and coaching resources to 25,000 branch and career sales force employees.
- Managed “CB News,” an online news feed reaching 35,000 employees.

The Cadillac Fairview Corporation Limited — Online Communications Specialist (2009 – 2011)

- Managed the development and ongoing management of Cadillac Fairview’s corporate intranet site, CF Connect, driving improved internal communication and employee engagement.
- Developed and implemented content management strategies, incorporating taxonomy, approval workflows and metadata.

Education & Professional Development

- University of Calgary – Business Writing
- OCAD University – Continuing Studies, Introduction to Adobe InDesign
- Sheridan College – Business Communications (Leadership Development Series)
- Fanshawe College – Certificate, Computer Systems Support
- Southern Alberta Institute of Technology (SAIT) – Adobe Photoshop I & II