



## John F. Ballem - Web Editor/Copy Editor

London, Ontario

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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.

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### Professional Experience



#### Associate Content Manager

CARFAX

2023-2025 (2 years)

- Copyedited and published hundreds of 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.

✓ **RECOMMENDATION:** *"It has been a pleasure to work with John. He is a diligent editor with an eye for detail. He turns projects around quickly and brings clarity to even the most verbose prose. He is also a fierce advocate for good user experience and pushes teams to do better."* ~Carter MacLeod – Managing Editor, CARFAX



#### Web Editor

The Market Online (Canada)

2021- 2023 (2 years)

- [Authored](#), edited, and published over 5,700 finance articles on the Market Online Canada website ([themarketonline.ca](http://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.

✓ **RECOMMENDATION:** *"John was highly regarded in his Web Editor role at The Market Herald. He demonstrates a high level of professionalism, organization, leadership, accountability, reliability, interpersonal skills and attention to detail. John takes pride in his work and would be an asset to any team."* ~ Charlotte Head – Vice President, Global Product & Media Solutions, Stockhouse, HotCopper & The Market Online



## Copywriter

The Creative Group

June – December 2020 (7 months)

- 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.

✓ **RECOMMENDATION:** *"John is an excellent addition to any growing team. He has an entrepreneurial mindset and goes the extra mile to ensure his clients are satisfied."*

~ Basem Hanna - President & CEO, Almega Co.



## Referral Coordinator (Contract)

Gowan Consulting

February 2020 – April 2020 (3 months)

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

✓ **RECOMMENDATION:** *"He was very open to feedback and easily fit into our office group!"* ~ Melanie McLeod - Referral Coordinator, Gowan Consulting



## Digital Communications Specialist (Casual)

UPLevel

April – August 2019 (5 months)

- 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.



## Manager, Sales Communications (Contract)

RBC Insurance

April 2018 - January 2019 (10 months)

- 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.

✓ **RECOMMENDATION:** *"I have had the opportunity to work with John on many projects. He is accurate, efficient, and responsive."* ~ Christine Coakley - Product Manager, Health and Dental, Group & Business Markets at RBC Insurance



## Assistant Manager, Programs

Scotiabank

February - May 2017 (4 months)

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

✓ **RECOMMENDATION:** *"John's published content reflected his ability to easily capture the essence of senior leadership messages. Appreciated his creative approach. Professional all the way."* ~ Kerry Yarwood - former Senior Manager, Scotiabank



## Communications Manager, Canadian Banking Sales

RBC

2011 - 2016 (5 years)

- 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.

✓ **RECOMMENDATION:** *"John is a fantastic person to work with. He consistently delivers high-quality work with quick turnaround times."* ~ Sara Son Hing - Senior Director, Workforce Effectiveness and Readiness at RBC



## Online Communications Specialist

Cadillac Fairview

2009 - 2011 (2 years)

- 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.

✓ **RECOMMENDATION:** *"John's enthusiasm, creativity and commitment to delivering outstanding service to clients was critical to the successful launch and ongoing content management of Cadillac Fairview's corporate portal."* ~ Heath Applebaum - Former Manager, Communications & Media Relations at Cadillac Fairview

## Licenses & Certifications



**Certified Content Manager** – Contentful



**SEO for Beginners** – Yoast.com



**Google Ads Search Certification** – Google



**Social Media Marketing Training** – Hootsuite

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## Education



**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



**University of Calgary**

Business Writing



**Glendon Campus of York University**

General Arts

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## Skills

- Copywriting • Editing • Web Content Management • Internal Communications
- Digital Photography • Web Design • Social Media • Graphic Design • Newsletters