

John F. Ballem

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Summary:

I have provided digital copywriting and web content management support to leaders in the telecommunications, broadcast media, commercial real estate and financial services industries.

Skills and Knowledge:

- Copywriting
- Copy editing
- CMS
- Adobe Creative Suite (InDesign, Photoshop, Acrobat)
- Microsoft Office (Word, Excel, Outlook, PowerPoint, SharePoint)
- WordPress

Work History:

The Market Herald - Web Editor: January 2021 - Present

I write, edit and publish trending finance stories on the Market Herald Canada website (themarketherald.ca). To date, I have written more than 5000 articles.

The Creative Group - Copywriter (contract): June - December 2020

I provided web & social media copywriting support on a contractual basis. Clients included Johnston Equipment and Almega Co.

UPLevel - Digital Communications Specialist (casual): April – July 2019

I provided online communication support to a leading ARM outsourcing firm.

RBC Insurance – Sales Communications Manager (contract): 2018 – 2019

I provided communication support to the group benefit sales and travel insurance teams.

Scotiabank – Assistant Manager, Programs – BSC: 2017

I delivered communications support to the Business Service Centre team.

RBC Royal Bank – Sales Communications Manager: 2011 – 2016

I provided communications support to several business lines, including P&CB, Operations, Digital and Compliance.

The Cadillac Fairview Corporation Limited – Online Communication Specialist: 2009 – 2011

I led the development and ongoing management of Cadillac Fairview's corporate intranet site, CF Connect. I managed content updates to cadillacfairview.com.

Shaw Communications – TSR & Communications Specialist: 1998 – 2009

I supported the communication needs of the national call centre teams at Shaw Cablesystems and Shaw Direct.

Professional Development:

- Business Communications – Sheridan College
- Business Writing – University of Calgary
- Computer Systems Support – Fanshawe College