

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

During my two-year tenure as the Web Editor for The Market Herald, I curated, wrote, edited, and published trending finance stories on the Market Herald Canada website ([themarket Herald.ca](http://themarket Herald.ca)).

Trevor Abes, a Markets Reporter I collaborated with, said about our partnership: "John is a seasoned editor and a great communicator. Covering small-cap Canadian business news under his guidance has been a delight."

Before joining The Market Herald, I provided copywriting and social media management support to several clients of The Creative Group, including AlmegaCo, LBMX and Johnston Equipment.

Basem Hanna, CEO of AlmegaCo, said: "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."

During a 10-month contract stint at RBC Insurance, I collaborated with sales team members, third-party insurance advisors, plan administrators and plan members. Programs I supported included the [launch of a digital wellness program](#) and the addition of optional medical cannabis coverage to their EHP.

A product manager I supported said: "I have had the opportunity to work with John on many projects, and he is fantastic, accurate, efficient, and responsive."

I spent five years at RBC providing online communications support to several senior managers in Commercial and Small Business Banking, Operations and Digital. The channels I supported include "CB News," a role-targeted online news feed reaching 35,000 branch and career sales force employees.

One of several senior managers I supported acknowledged my partnership: "I have always found him dependable, efficient, and always going the extra mile."

During my tenure with Cadillac Fairview, I worked with senior leadership and the marketing team to create and publish content for "CF Connect," Cadillac Fairview's first Intranet website.

My reporting manager cited 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."

Writing samples, podcasts, videos and links to numerous websites I've created and managed over the years are available on my website (<http://jballem.com/portfolio>).

Please feel free to contact me if you would like to discuss what I could bring to your team.

Sincerely,  
John Ballem  
<http://jballem.com>

