



## John F. Ballem

London, Ontario

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

A digital communications specialist with 10+ years of experience supporting the communication needs of leaders in the telecom, broadcast media, commercial real estate, property management, banking, and insurance sectors.

Specialties include copywriting, copy editing, social media, and web content management.

### Experience



#### Web Editor

The Market Herald (Canada)

2021- 2023

As the web editor, my accountabilities included writing, editing and publishing trending finance stories on the Market Herald Canada website ([themarketherald.ca](http://themarketherald.ca)). During my tenure, I authored more than 5700 articles.

✓ **RECOMMENDATION:** *"I have worked alongside John Ballem for quite some time now and can unequivocally say that he is one of the most conscientious, well-prepared, mindful, and tireless-working team leaders I have worked for in my 30+ years in the media and communications industries."* ~Dave Jackson – Markets Reporter, The Market Herald Canada



#### Copywriter

The Creative Group

June – December 2020 (7 months)

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

✓ **RECOMMENDATIONS:** *"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.

*"Feedback we've received from our clients about both his work and the experience of working with John has been fantastic. This has been, and I hope will continue to be a great partnership."* ~ Michelle Hacon - Senior Recruiter, Digital Media at The Creative Group



## Digital Communications Specialist (Casual)

UPLevel

April – August 2019 (5 months)

Provided communications support to a leading ARM outsourcing firm (web, social media).



## Manager, Sales Communications (Contract)

RBC Insurance

April 2018 - January 2019 (10 months)

- Partnered with Sales & Distribution teams and key RBC Insurance business partners to provide communications counsel and advice, recommending communications tactics to maximize sales effectiveness and enhance the client experience.
- Served as a subject matter expert in the development and delivery of sales communications. Tactics included written communications, intranet content, video, training materials and social media. Audiences included advisors, plan sponsors, administrators, and plan members.

✓ **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)

Delivered day-to-day communications support to the Business Service Centre team.

✓ **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)

- Authored and published more than 600 role-targeted online news articles.
- 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.

✓ **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)

- A key contributor to the development, stakeholdering, launch and ongoing support of “CF Connect”, their SharePoint based corporate Intranet site. CF Connect successfully launched in 2011.
- Responsible for document classification and developing 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

## 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

## Licenses & Certifications



**SEO for Beginners** – Yoast.com



**Google Ads Search Certification** – Google



**Social Media Marketing Training** – Hootsuite

## Skills

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