

John F. Ballem

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Summary:

A detail-oriented digital communications professional with an acknowledged track record of supporting leaders in the telecommunications, automotive, broadcast media, commercial real estate, and financial services sectors.

Work History:

Carfax – Associate Editor: 2023 – Present

Edit and publish automotive news and advice articles that empower people to shop, buy, service, and sell vehicles with more confidence. (<https://www.carfax.com/blog>)

The Market Online - Web Editor: 2021 - 2023

Wrote, edited, and published trending finance stories on the Market Online Canada website (themarketonline.ca). I authored more than 5700 articles.

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

Provided web and social media copywriting support to TCG clients, including Johnston Equipment and Almega Co.

Gowan Consulting – Referral Coordinator: February – April 2020

Managed occupational therapy requests (mental health and ergonomic assessments) and completed several creative projects for Gowan Consulting, a leading provider of occupational therapy services.

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

Provided online communication support to UPLLevel, a leading ARM outsourcing firm.

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

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

Scotiabank – Assistant Manager, Programs – BSC: 2017

Delivered communications support to the Business Service Centre team.

RBC Royal Bank – Sales Communications Manager: 2011 – 2016

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

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

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

Professional Development:

- Business Communications – Sheridan College
- Business Writing – University of Calgary