



John F. Ballem

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

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.

Experience



Associate Editor

CARFAX

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>)

✓ **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)

- Wrote, edited, and published trending finance stories on the Market Online website (themarketonline.ca).
- [Authored](#) more than 5700 articles.

✓ **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)

- Provided web and social media copywriting support on a contractual basis to several TCG clients, including Johnston Equipment and Almega Co.

✓ **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 close to 80 occupational therapy files for BMO and Ubisoft employees.
- Completed several creative projects.

✓ **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 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 other business partners to provide communications counsel and advice, recommending communications tactics to enhance the client experience.
- Developed and delivered sales communications. Tactics included written communications, intranet content, video, training materials, and social media targeting 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)

- Provided 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)

- Contributed to the development, stakeholdering, launch and ongoing support of "CF Connect", the company's corporate Intranet site. CF Connect launched in 2011.
- 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

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

