

## CANDIDATE PROFILE

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### KEY SKILLS

- Content writing, editing, and marketing for demand generation and customer relationship management.
- CMS Publishing – WordPress, Ghost, and Sifinity.
- SEO monitoring and optimization – Ahrefs, SEMRush, Moz, Adobe Analytics
- Microsoft 365, Slack and Google Workspace content authoring, reporting, editing and collaboration
- Mobile-first content creation and management.
- Content and communications strategy and project planning
- Content and campaign performance creation, monitoring, results analysis and management.
- Leveraging generative AI to outline, enrich, and optimize original, human-written content ethically and responsibly.

## MARK BURDON

**SUMMARY:** An avid storyteller and content marketing professional with nine years of experience creating and honing content that moves the needle on traffic and conversions. Extensive SaaS technology, telecommunications, and transportation-related experience.

### WORK EXPERIENCE

#### Fleet Complete – Senior Content Marketing Specialist 09/2022 - 07/2023

My responsibilities included writing, optimizing, and editing web pages, articles, sales enablement brochures, e-mails and social media activity while managing the content calendar. Provided marketing support to FC carrier partners, including AT&T, TELUS, and Rogers, with solution and product-related content.

- SEO-optimized web pages and articles.
- **Result Highlights:** Wrote two articles on fleet management and video telematics, ranking within the top three on page one of Google results. A key campaign creating content assets to motivate existing customers to migrate from legacy software to a modern platform.

The campaign accelerated customer migration volume targets three months earlier than expected. These early migrations, (combined with a camera invoice credit campaign) drove record subscriptions of FC Vision, Fleet Complete's flagship AI-powered video telematics solution (1060 subscriptions, 160 over monthly target in May).

#### Geotab – Senior Content Marketing Specialist 11/2021 - 09/2022

As a senior content marketing Specialist at Geotab, I:

- Outlined, wrote, and edited blog articles, social media posts, ebooks, emails, and whitepapers promoting Geotab's connected, GPS-enabled fleet solutions.
- Collaborated with data engineering, product management and OEM teams to edit and optimize subject matter expert (SME) content for clarity and discoverability.
- Conducted Ahrefs keyword research to ensure that web content was SEO-optimized. Collaborated with product managers and SMEs to ensure content conveyed impactful, on-brand messaging.

**Result Highlights:** Acted in a project leadership role in rewriting, editing, and publishing a white paper that featured a data quality proof of concept for Geotab's largest customer. The whitepaper was downloaded about 2,500 times in the first month of availability, exceeding the engagement goal by 30%. The report was stuck in internal, partner, and customer reviews for three years after the proof of concept before I took ownership of its completion.

#### Util-Assist – Marketing & Communications Specialist 01/2020 - 05/2021

Util-Assist, a subsidiary of Alectra Utilities, provides managed and professional services to North America's gas, oil, and water utilities. My responsibilities included:

- Writing and editing customer-facing web content, whitepapers, email newsletters, and proposals.
- Managed digital marketing campaigns from ideation to final execution and results analysis.
- Planned, wrote, and edited content for digital publishing and ensured the content was optimized (using Google Analytics and SEMRush) for SEO and AODA standards. Edited and polished content from subject

## KEY TOOLS

**SEO:** Ahrefs, SEMrush, Moz, Adobe Analytics, GA4

**CRM:** Salesforce, Microsoft Dynamics, HubSpot

**CMS:** WordPress, Ghost, Sitefinity, HubSpot

**Email Marketing:** HubSpot, Mailchimp, Pardot

**Graphics:** Canva, Adobe Photoshop, Illustrator

**Editing AI:** ChatGPT, Grammarly GO, Hemmingway, CopyAI, Jasper, Clearscope

**Project Management:** Monday.com, Trello, Asana, Microsoft Planner

matter experts.

- Made recommendations for content services like proposal automation tools, video production services, and social media scheduling apps.
- Wrote two whitepapers for our parent company, Alectra Utilities, about the changing state of electricity rates in Ontario and across Canada.

**Result Highlight:** Website traffic increased by 25% in 2020 as a result of new content introducing new security and smart metering service offerings.

### **Xe.com - Content Marketing Manager/Lead Editorial Writer 08/2018 - 11/2019**

Wrote, edited, published, and distributed content across our digital channels. I was the first lead B2C and B2B writer and editor for the corporate blog. Edited and localized for the Xe.com website and daily international currency market updates. Acted as the lead writer of Xe.com's consumer and business-oriented blog and managed it on the Ghost and Contentful CMS platforms.

- Monitored SEO performance across our digital channels to ensure our website maintained its ranking among the top 100 websites for traffic worldwide.
- Generated monthly executive reports using Adobe Analytics.
- Collaborated with international colleagues on the relaunch of the Xe.com site post-rebrand and the launch of a new global banking payments service.

**Result Highlight:** Exceeded new account registration and first-time trade goals by 18%.

My responsibilities were moved to the Xe office in Los Angeles at the end of my tenure.

### **The Portal Connector – Partner Marketing and Sales 11/2014 - 03/2016**

Collaborated with partners and clients to acquire and develop self-service client/partner portals, which extend the value of Microsoft Dynamics 365. Managed client and partner relationships with a focus on business process efficacy, brand strategy, user engagement, integrated marketing strategies and delivering innovative, business process-centric web portals

- Collaborated with web designers and developers on design, user experience (UX) and compliance with best practices.
- Uploaded and formatted website content, metadata, blog tags, and images
- Wrote content for customer and partner presentations and proposals
- Copy/content generation and analytics monitoring
- Developed and executed strategy and marketing plans
- Engaged UX/UI design, product management and software development teams to ensure projects met timelines, milestones, and revenue targets.

**Result Highlight:** Exceeded quota by 23% in the first year.

### **TELUS Security Solutions - IT Security Sales 01/2010 - 09/2011**

- Prospected, qualified, nurtured, and closed IT security contracts.
- Developed relationships with new and existing TELUS customers in the Ontario and Eastern Canadian public sector for IT security hardware, software, and services.
- Tracked and updated leads, contacts, and opportunities in the Salesforce.com CRM system.

**Highlight Result:** Exceeded my first-year quota by 25%.

### **Cloudworker Writing Services - Freelance Content Writer/Editor**

## EDUCATION, ACHIEVEMENTS & CERTIFICATES

- **Loyalist College** – Broadcast Journalism Diploma in June 1995. Sports and Assistant News Director responsibilities.
- **HubSpot** Inbound and Content Marketing Certifications
- **MarketingProfs** Content Writing for the Web Bootcamp Certified
- **Open Text** and **IBM** Team Member of the Year awards

## 9/2012 – Present

Freelance B2B and B2C content writer, editor, and marketer. I create web content, including blogs, web pages, case studies, whitepapers, ebooks, and educational content for several innovative companies.

Other activities include:

- Driving digital marketing campaigns from ideation to final execution and results analysis.
- Collaborating with customer UX/UI design and technical teams, working with client content wireframes to plan content publishing
- Writing and editing content to meet accessibility standards, such as active voice and short sentences.
- Collaborating with clients on social media and marketing plans and strategies.
- Tailoring content to client Content Style Guides to ensure the tone and language adhere to their communication standards for their defined audience segments.
- Worked as an SEO Customer Success Manager for gShift for one year and as a Senior Content Strategist for five months for Retina B2B, a multinational digital agency.
- I contracted with Rogers Communications as a UX writer for a Unified Communications platform. Wrote marketing and support content for the project, and my team won the Digital Team of the Year for 2012. Used JIRA and Confluence to manage content, milestones, and deadlines and to keep project managers and stakeholders in sync.
- I contracted with Canada Post for a six-month project. I wrote content and copy for blogs, display ads, banner ads, emails, and social media copy for their B2B division. Migrated content to the Open Text Customer Experience Manager CMS.

## OpenText Corporation - North American Government Account Executive

### 03/2004 - 11/2009

Progressive roles from inside sales to outside account executive and government proposal lead.

- Lead writer and marketer for multiple winning proposals a ten-year Province of Ontario Vendor of Record contract, and significant provincial and municipal government contracts.
- Supported legal and public sector sales teams with business development and account management activities

**Result Highlight:** Exceeded 2008 quota by 50% with a significant contract with the Ontario Securities Commission.

## IBM Canada - e-business Solutions Sales Specialist

### 05/1997 - 02/2004

Conducted business development activities with prospects and partners with needs for solutions such as online self-service, analytics, e-commerce, Customer Relationship Management, ERP, and e-procurement.

- Won several IBM awards, including Special Achievement, Win, Execute, and Team awards, and completed IBM Sales Finishing School with distinction.
- Managed an internal sales lead activation and management program with CEO-level visibility to qualify, nurture, and close revenue opportunities identified by IBMers in non-sales roles across North America. This program led to seven contracts, including a multi-year, six-figure e-commerce hosting contract.