

Mark Burdon

Toronto, ON



**SUMMARY:** An accomplished B2B marketer, storyteller, and content marketing professional with over nine years of experience. I plan, create, and fine-tune content that moves the needle on traffic and conversions. Extensive technology, telecommunications, and financial services-related experience.

## WORK EXPERIENCE

### MediaEdge – Contract – Building Operations Designation Program Editor

07/2023 - Present (Contract ending soon)

Writing and editing developing certification program content for Canadian commercial building operators and the Property Management Institute of Canada. Interviewing, brainstorming, and collaborating with experts on building automation, HVAC, smart buildings, and energy conservation. Editing expert-written content for clarity, engagement and relevance.

### Fleet Complete – Senior Content Marketing Specialist/Strategist

09/2022 - 07/2023

Responsibilities included:

- Planned, wrote, optimized, and edited web pages, blog posts, sales enablement presentations, brochures, emails, and social media posts.
- Managed the content calendar, project managing campaign initiatives and reported results.
- Provided marketing support to FC carrier partners, including AT&T, TELUS, and Rogers, with solution and product-related content.
- SEO-optimized website content and tracked performance with Google Analytics.

### Result Highlights:

- Wrote articles on fleet management and video telematics, ranking within the top three on page one of Google results.
- Spearheaded 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 the May 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, serves 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 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 due to 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 and project manager for Xe.com's consumer and business-oriented blogs.

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, workflow, and user experience (UX).

Wrote content for customer and partner presentations and proposals

Customer and partner relationship management

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.

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

## **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 on a Unified Communications platform. Wrote marketing and support content for the project, and my team won the Digital Team of the Year for 2012. Contracted with Canada Post, MediaEdge, and digital agencies on a variety of content formats.

## **TELUS Security Solutions - IT Security Business Development**

**01/2010 - 09/2011**

Prospected, qualified, nurtured, and closed IT security contracts in the Ontario region and Eastern Canadian public sector. Tracked and updated leads, contacts, and opportunities in Salesforce.com.

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

## **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, including a ten-year Province of Ontario Vendor of Record contract and significant provincial and municipal government contracts.

**Highlight Result:** Exceeded 2008 quota by 60% 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.

### **Highlight Results:**

Managed an internal sales lead activation and management program with CEO-level visibility to qualify, nurture, and distribute North American sales opportunities. This program led to many transactions and contracts, including a multi-year, high-value ecommerce contract.

