

Mark Burdon

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Portfolio: [MarkBurdon.contently.com](#) |  Loyalist College – Broadcast Journalism

PROFESSIONAL SUMMARY

Collaborative marketing specialist with extensive direct, digital and content marketing experience for trades including electricians, HVAC technicians, auto mechanics and construction. Proven track record of creating engaging marketing, instructional, and communications assets for internal and external audiences. Full funnel marketer with experience planning, executing and reporting on marketing activities. Expert at translating complex technical concepts into engaging, concise content.

SKILLS MATRIX

- Advanced WordPress and Hootsuite/Sprout Social user
- Marketing automation platforms -HubSpot and Salesforce Marketing Cloud
- SEMrush, Ahrefs, Adobe Analytics, GA4, Screaming Frog
- SEO, AEO, Content and Digital Marketing certifications from HubSpot and Coursera
- Press releases and media relations
- Experienced project manager using Asana, Trello and Microsoft Planner
- Internal stakeholders and external partners
- Social media and email marketing campaigns

WORK HISTORY

Cloudworker Digital

Toronto, ON

Freelance B2B Content Marketing Specialist

Sep '12 – Present

- Write, edit, publish and optimize long and short-form content and copy based on client briefs and pitches to develop full-funnel marketing and sales enablement materials for brands including HubSpot, ContractPod AI, TELUS, CDW, and MediaEdge Communications.
- Create content assets including thought leadership case studies, articles, e-books, and white papers for technical and non-technical audiences. Skilled at running paid, owned, and earned campaigns across email, social media, search and display advertising channels.
- Collaborate with clients and SMEs to translate complex topics into actionable content for long and short-form copy and content. Use tools like Google Gemini and SEMrush for research, planning, reporting and optimization.

Proposal Writer

Toronto, ON

Precise ParkLink (PPL)

Oct '24 - Sep '25

- Managed end-to-end proposal development, formatting review, and delivery for parking control and EV charging systems.
- Collaboratively planned, created, and delivered compliant, on-time proposals. Used tools including Microsoft Office, Loopio, and Adobe Acrobat for proposal development, executive review, version control, and editing. Earned valuable construction RFx response experience.

Highlight Result: Submitted a proposal which qualified PPL for a Kinetic GPO supplier agreement, and short listed for multiple pending contracts.

Instructional Content Writer (Contract)

Toronto, ON

MediaEdge Communications

Jul '23-Jul '24

- Wrote, edited, and curated content for certification programs on topics such as HVAC, smart buildings, and decarbonization in collaboration with industry leaders and technical experts.

- Developed and edited instructional content on safe, effective and sustainable commercial building operating best practices. Ensured clarity and educational impact through weekly content reviews and ongoing feedback integration.
- Lead writer and editor a decarbonization course that during its first week of release, over 2,500 building operations professionals enrolled in the decarbonization course

**Content Marketing Manager
Fleet Complete**

**Toronto, ON
Sep '22 - Sep '23**

- Managed development and optimization of copy and content such as articles, sales presentations, ebooks, research reports, competitive battle cards, playbooks and campaign assets for channel and direct sales teams. Coordinated event content and logistics.
- Created and oversaw content calendars and facilitated digital team resource assignments for direct and partner-related campaigns. Analyzed campaign and content performance against and implemented continuous improvements based on KPIs and stakeholder feedback
- **Highlight Result:** Increased website traffic by 14% through high-impact feature articles and data-driven content strategy.

**Content Marketing Manager, Inbound
Geotab**

**Oakville, ON
Jul '21 to Sep '22**

- Researched, wrote, edited, and optimized sales enablement assets including sell sheets ebooks, and emails for direct and partner sales teams.
- Partnered with engineering and product management to ensure the accuracy, adoption, and ongoing improvement of articles and web page copy.

Highlight Result: Led an ebook campaign from concept to publishing and distribution. Exceeded engagement KPIs by 25%. A white paper I wrote exceeded engagement KPI goals by 2,500 downloads.

**Content Marketing Manager
Util-Assist**

**Newmarket, ON
Jan '20 to Jun '21**

Created communications assets including web pages, sell sheets, executive communications, and case studies by interviewing customers, partners, and sales executives.

- Wrote website content, press releases and event collateral pertaining to product and service launches. Wrote internal communications pertaining to IT and COVID 19 matters to foster employee engagement and awareness
- Managed a website content, accessibility and navigation refresh project from start to finish.
- Monitored performance and remediated content and digital marketing campaigns to improve audience engagement and operational outcomes.

Highlight Result: Achieved a 25% increase in web traffic and generated thirty leads with performance marketing and CRM campaigns. Wrote white papers for our parent company, Alectra Utilities.

**Marketing and Communications Lead
Xe.Com**

**Newmarket, ON
Aug '18 to Dec '19**

- Managed cross-channel content initiatives supporting sales and client education goals, working closely with global stakeholders including product managers and sales executives.
 - Created high-performing B2B/B2C content, monthly SEO analytics, and actionable reporting for leadership teams. My team was furloughed when the global marketing team moved to Los Angeles.
 - **Highlight Result:** Exceeded new account and currency transfer KPIs by 18%.
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