

Mark Burdon

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[LinkedIn](#) | [Portfolio](#)

Professional Summary

Accomplished B2B content/copywriter, AI-enhanced content engineer, and editor with 10+ years of experience driving lead generation, product marketing, and sales enablement across the mobility and SaaS sectors. Proven ability to craft and optimize content for executive, management, and technical audiences to align messaging with evolving market needs. Effective intradepartmental collaborator across sales, product management and operations. Proficient in Salesforce, HubSpot, Adobe, Ahrefs SEO and web content platforms WordPress and Sitefinity. . Freelance clients include HubSpot, IBM Watson, ContractPod AI, and TELUS.

Education

Loyalist College – Broadcast Journalism

Professional Experience

Cloudworker Digital | Toronto, ON | Freelance B2B Marketing Specialist | 09/2012–Present

- Generate long and short-form content based on client briefs to develop full-funnel content assets. Contributing writer for the HubSpot Sales Blog. Have written, optimized and edited articles and messaging for agencies including The Intercept Group, The Community and EssenceMediaCom.
- Collaborate with clients and subject matter experts (SMEs) to translate complex topics into actionable content for sales and marketing teams. Ran full-funnel digital marketing campaigns including email distros, landing pages, organic social media and paid search/social media posts.

Precise ParkLink (PPL) | Toronto, ON | Senior Proposal Writer | 10/2024–09/2025

- Managed end-to-end proposal creation and formatting processes. content development, review, and deployment for parking technology solutions. Managed prospect, client, and deal information in HubSpot Sales Hub.
- Worked with SMEs, partners, and sales to plan, develop, and deliver compliant, on-time proposals. Used tools including Microsoft 365, Loopio, and Adobe Acrobat for response assembly, executive review, version control and collaborative editing.
- ♦ Submitted a proposal which qualified PPL for a Kinetic GPO supplier agreement, and shortlisted and other contracts are in negotiations. Left due to departmental downsizing.

MediaEdge Communications | Toronto, ON | Building Ops Program Editor | 07/2023–07/2024

- 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.
- ♦ I was the lead writer and editor on a course that during its first week of release, over 2,500 building operations professionals enrolled in the decarbonization course

Fleet Complete | Toronto, ON | Marketing Communications Manager | 09/2022–09/2023

- Created and oversaw content calendars and created website, blog, and landing pages on the HubSpot CMS. Created and distributed emails using HubSpot Marketing Hub for direct and partner-related campaigns. Analyzed campaign and content performance against and implemented continuous improvements based on KPIs and stakeholder feedback. My role was made redundant when Fleet Complete was acquired by PowerFleet.
- Managed development and optimization of sales enablement collateral, including presentations, guides, competitive battle cards, playbooks and sellsheets for channel and direct sales teams.
- ♦ Increased website traffic by 14% with impactful feature articles and data-driven content strategy.

Geotab | Oakville, ON | B2B Marketing Communications Specialist — 08/2021–09/2022

- Wrote, edited, and optimized sales enablement assets including playbooks, ebooks, and emails for direct and partner sales teams. Partnered with engineering and product management to ensure the accuracy, adoption, and ongoing improvement of enablement content.
- ♦ Led an ebook campaign from concept to publishing and distribution. Exceeded engagement KPIs by 25%. A white paper I wrote exceeded engagement KPIs by 2,500 downloads.
- My role was eliminated when Geotab outsourced content marketing to Edelman Worldwide.

Util-Assist | Newmarket, ON | Marketing Communications Manager | 01/2020–07/2021

- Created sales enablement assets including explainer videos, sell sheets, and case studies by interviewing customers, partners, and sales executives. Wrote website content, press releases and email newsletters, social media posts and tracked performance. Created white papers about energy billing rates for our parent company, Alectra Utilities. Monitored content and digital marketing campaign performance with SEMRush and improve audience engagement and operational outcomes.
- ♦ Achieved a 25% increase in web traffic and generated 30 leads with performance marketing and CRM campaigns. Wrote white papers for our parent company, Alectra Utilities.

Xe.com | Newmarket, ON | Content Marketing Manager/Lead Writer | 08/2018–12/2019

- Led cross-channel content initiatives supporting sales and client education goals, working closely with global stakeholders including the Chief Marketing Officer and VP of Sales.
- Delivered high-performing B2B/B2C content, monthly SEO analytics, and actionable reporting for leadership teams. Managed digital marketing campaigns, and content/digital marketing calendars.
- ♦ Exceeded new account and currency transfer KPIs by 18%. My team was furloughed when the global marketing organization was moved to Los Angeles.

The Portal Connector/Sylogist | Barrie, ON | Partner Marketing & Sales | 10/2014–06/2016

- Presented and sold self-service portal solutions to end user customers through direct sales to businesses running Microsoft Dynamics CRM. Led sales enablement activities for Microsoft Dynamics and Sitefinity CMS partners include delivering presentations, demos, guides, and training sessions to support sales and client on-boarding.
- ♦ Exceeded first-year sales quota by 25%.