

MARK BURDON

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PROFESSIONAL SUMMARY Experienced marketing and communications manager with extensive marketing strategy, execution, and reporting experience. Skilled with event marketing, content creation, internal communications, and sales enablement. Skilled at delegating assignments to freelancers and direct reports. Planning, creating, and optimizing campaigns and on-brand content for SEO, AEO, engagement, conversions, brand awareness, and authority building for EEAT.

SKILLS MATRIX

- Skilled in managing content on various CMS platforms - WordPress, Sitefinity & HubSpot
- Proficient with Google Analytics and Search Console
- Data-obsessed, tech savvy player/coach researcher, writer, editor.
- Experienced with video scripts, whiteboarding and editing
- Salesforce, MS Dynamics and HubSpot CRM, Marketing, and Content Hub experience
- Skilled in SEO, GEO and AEO practices
- Project management experience with Asana, Trello, Microsoft Planner
- Experience collaborating with sales, product, and RevOps on campaigns

WORK HISTORY

FRACTIONAL B2B DIGITAL AND CONTENT MARKETING MANAGER | 09/2012 to Present

Cloudworker Digital | Toronto, ON

- Write, edit, and publish long and short-form content based on client briefs and pitches to develop content to demonstrate experience, expertise, authoritativeness, and trustworthiness (EEAT) for brands and agencies including HubSpot, Canada Post, Microsoft, IBM and TELUS.
- Distribute and amplify content assets including thought leadership case studies, articles, e-books, and white papers for technical and non-technical audiences. Managed 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 LLMs like Perplexity, Gemini, and ChatGPT for project research, ideation, and optimization.

PROPOSAL WRITER 10/2024 to 09/2025

Precise ParkLink (PPL) | Toronto, ON

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

- Managed end-to-end proposal development, formatting review, and delivery for parking control and EV charging systems for hospitals, local government, colleges and universities.
- Worked with SMEs, partners, and sales to plan, develop, and deliver compliant, on-time proposals. Used tools including Microsoft Office, Loopio, and Adobe Acrobat for proposal development, executive review, version control, and collaborative editing. Earned valuable construction and RFX response experience.

CONTENT MARKETING MANAGER | 09/2022 to 09/2023

Fleet Complete, Toronto, ON

Results: Increased website traffic by 14% with high-impact content and integrated strategy. Created web content and campaign assets which drove record video subscriptions.

- Managed development and optimization of sales enablement collateral, including presentations, guides, competitive battle cards, playbooks and campaign assets for channel and direct sales teams. Coordinated event content and logistics. Target audience – first responders, trucking companies and utilities.
- Created and oversaw content calendars and delegated digital team resource assignments for colleagues and freelancers. Analyzed digital marketing 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.*

B2B DIGITAL AND CONTENT MARKETING SPECIALIST | 08/2021 to 09/2022

Geotab, Oakville, ON

- Researched, wrote, edited, and optimized brand marketing and sales enablement assets including blogs, product pages, ebooks, and emails for direct and partner sales teams. Target industries – local government, first responders, and logistics.
- Partnered with engineering and product management to ensure the accuracy and ongoing improvement of content and digital marketing campaigns.

My role was eliminated when Geotab outsourced product content marketing to Edelman Worldwide.

Highlight Result: Led an ebook project from concept to publishing and distribution. Exceeded engagement KPIs by 25%. A white paper I wrote exceeded engagement KPIs by 3,500 downloads.

CONTENT MARKETING AND COMMUNICATIONS lead | 01/2020 to 07/2021

Util-Assist | Newmarket, ON

Created web content and 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 email and SharePoint intranet communications to foster employee engagement and awareness.
- Managed a website content, accessibility and navigation refresh project to completion.
- Monitored digital marketing performance and created copy for multi-channel digital marketing campaigns to improve audience engagement and operational outcomes.

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

CONTENT MARKETING MANAGER/LEAD WRITER 08/2018 to 12/2019

Xe.com, Newmarket, ON

- Led cross-channel content initiatives supporting sales and client education goals, working closely with global stakeholders including Senior VP of Trading/Sales.
- Created high-performing B2B/B2C content, monthly SEO analytics, and actionable reporting for leadership teams.

Highlight Result: Exceeded new account and currency transfer KPIs by 18% with email and social campaigns. *My team was furloughed when global marketing operations were moved to L.A.*

EDUCATION CERTIFICATIONS

- **Diploma:** Broadcast Journalism | **Loyalist College** | Belleville, ON
- **HubSpot Academy** | [Digital Marketing](#) | [Content Marketing](#) | [Sales Enablement](#)
- **IBM/Coursera** | SEO and AEO for GenAI | SEO and Content Marketing | Google Analytics | Google Ads