



1. Journalistic storytelling is highly valued, especially now that content marketing has joined direct response copywriting as a means of influencing audiences.
2. Your audience becomes eager to hear from you when your messages include subtle, sophisticated direct response persuasion techniques that only the most highly skilled and experienced copywriters know how to use.
3. Face-to-face, commission-only sales experience helps increase results when writing to motivate listeners.
4. An experienced IT and security technician explains concepts and takeaways in easily understood terms.

***You've discovered a rare 4-in-1 marketing copywriter.***

*[contactdave@davechappelle.ca](mailto:contactdave@davechappelle.ca)*

1-888-250-5871

- ✓ Have conducted over 1,000 interviews; composing questions that elicit knowledge from busy, sometimes reluctant executives.
- ✓ Skilled at uncovering the real concerns of an audience.
- ✓ Seven years commission-only direct sales experience. Increased monthly low-priced hardware sales over \$60,000 in three months.
- ✓ Conversant with HTML and popular content management platforms, including WordPress, Joomla, SharePoint and Sitecore.
- ✓ Exceptional at bridging the gap between technical and non-technical audiences, translating business needs into technical requirements and explaining how technology implements business requirements.
- ✓ Familiar with usability and readability, image sources and manipulation.
- ✓ Demonstrator of benefits derived from products and services.
- ✓ Capable of seeing the larger picture when meeting challenges.
- ✓ Open-minded and adaptable; enjoy improvising to reach solutions.

### Accomplishments

**Storytelling Content Creator, *DaveChappelle.ca*** 07 – present

Increasing responses, conversions, sales and ROI via persuasive advertorials, articles, email, ghost writing, sales letters and videos.

**Marketing Content Writer, *Amicus Attorney*** 15 – 16

- Created content that beat the previous click-thru record by five times.
- Created content salespeople asked for that helped them close more sales.
- Created video scripts and performed voice overs demonstrating how product features benefited users.
- Created content with calls to action that sent readers to the videos.
- Researched and wrote presentations for the company founder and turned those presentations into additional content.

**Editor, *Securebuzz.ca*** 12 – 18

Managed a website dedicated to cutting through the fear, uncertainty and doubt surrounding security, privacy and continuity. Featured entirely original stories from industry professionals; no rewritten press releases.

**Marketing Content Creator, *Adlib*** 12 – 13

- Created an email that boosted webinar registration 925%.
- Created email subject lines with 11-48% open rates.
- Composed video scripts that motivated watchers to act, sales letters that convinced decision makers to see salespeople, and data sheets that explained business and user benefits of products and services.
- Ghost wrote articles and posts that spurred inquiries.
- Earned a raise and two performance bonuses.

**Editor, *eWEEK Canada* and *Secur-IT*** 10 – 12

- Wrote, edited, and posted stories and regular forum comments for daily online and semi-monthly print magazines.
- Wrote advertorials, interviewed executives and explained benefits of technological features.

**Staff Writer, *Integrated Mar.com*** 03 – 07

- Applied my security knowledge to help secure a \$1.2 million publishing contract.
- Wrote directed editorials, case studies, feature articles, newsletters and white papers for business and consumer audiences of daily online channels *eChannelline* and *ConnectIT* as well as Gartner special event publications.
- Interviewed executives, engineers and virus researchers.
- Explained the user and business benefits of technological features.

**Technical Writer, *Evertz Ltd.*** 05

Wrote user and service manuals for video production and transmission products.

**Part-time staff writer, *West Niagara News*** 03 – 10

Interviewed, photographed for and wrote newspaper articles and advertorials.

**Technology Reviewer, *Canada Computer Paper*** 00 – 03

Tested and reviewed computer hardware, software, books, courses and related products for a national magazine with audited circulation of 400,000.

**Portfolio:** <https://davechappelle.ca/portfolio>

**Education**

- **Electronic Engineering Technician**, DeVry Toronto  
Dean's List; selected Valedictorian by peers, faculty and administration
- **Thought Reversal Video Scripts**, Brandon Lucero
- **Marlow Marketing Method**, Chris Marlow
- **Writing for Technology Companies**, Mercer-MacKay Digital Storytelling
- **Influence**, Robert Stover
- **Writing workshops**, Brian Henry
- **Platform Marketing**, Jason Leister
- **Marketing to Advertisers**, Rob Gramer
- **Marketing for Consultants and Copywriters**, Daniel Levis
- **PPC/SEO/Google Analytics/Competitive Analysis**, Anthony Coyne
- **NLP in Verbal and Written Persuasion**, Harlan Kilstein
- **Interviewing, Marketing and Copywriting**, Shaune Clarke
- **Quantum Negotiation**, Culture ROI
- **Technical Writing 1**, George Brown College
- **Intermediate Forensic Analysis and Reporting**, Guidance Software
- **Surveillance Techniques**, Surveillance Consultants