

Dave Chappelle

contactdave@davechappelle.ca | 905-957-6823

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

LinkedIn <https://ca.linkedin.com/in/davechappelle>

Video resume <https://www.youtube.com/watch?v=EyalojUC99Y>

Creator of stories that influence with authority and increase sales.

Key Achievements

- Created content that beat the previous click-thru record by five times.
- Prepared an email and video that boosted webinar registration by 925%.
- Applied security knowledge to help secure a \$1.2 million publishing contract.
- Crafted email subject lines with 11-48% open rates.
- Increased monthly low-priced hardware sales by \$60,000 in three months.
- Assembled and narrated videos to demonstrate software benefits.

Key Skills

Email Marketing	Content Development	Advertorial Creation
Commission-Only Sales	Interviewing	Website Copywriting
Newsletter Writing	Editing	Readability

Tech: SEO, HTML, WordPress, Joomla, SharePoint, Sitecore, ScreenPal.

Work History

Writer & Narrator, *DaveChappelle.ca* 2007 – Present

- Increasing responses, conversions, sales, and marketing ROI via advertorials, email, ghostwriting, sales letters, newsletters, websites, and videos.

Marketing Content Writer, *Amicus Attorney* 2015 – 2016

- Drafted content that set the company click-thru record.
- Helped salespeople close more sales with prospect-specific content.
- Created 10 video scripts and performed narrations demonstrating how product features benefited users.
- Brought 6,326 new sessions to the website in one day.

Editor, *Securebuzz.ca* 2012 – 2018

- Managed a website dedicated to cutting through the fear, uncertainty, and doubt surrounding security, privacy, and continuity.
- Featured original stories about user awareness, training, phishing, red teams, ethical hacking, VPNs, data recovery, encryption, and the security business.

Marketing Content Creator, *Adlib* 2012 – 2013

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

Editor, *eWEEK Canada* and *Secur-IT*

2010 – 2012

- Wrote dozens of advertorials, interviewed executives, and explained the benefits of technological features.
- Increased vendor exposure and discovered new site visitors by writing, editing, and posting stories and regular forum comments for daily online and semi-monthly print magazines.

Writing Accomplishments

Staff Writer, *Integrated Mar.com*

2003 – 2007

Technical Writer, *Evertz Ltd.*

2005

Part-Time Staff Writer, *West Niagara News*

2003 – 2010

Technology Reviewer, *Canada Computer Paper*

2000 – 2003

Education

Electronic Engineering Technician, DeVry Institute of Technology Toronto
Dean's List; selected Valedictorian by peers, faculty, and administration

Sleight of Mouth, Covert Language, Jim Fortin

Simple Marketing Plan, Ilise Benun

SEO for Writers, Heather Lloyd-Martin

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 PC Forensic Analysis and Reporting, Guidance Software

Surveillance Techniques, Surveillance Consultants