



You've discovered a rare 4-in-1 combination.

1. Journalistic storytelling increases the ability of content marketing to influence audiences.
2. When your messages contain sophisticated yet subtle direct response copywriting persuasion techniques, your audience becomes eager to buy from you.
3. A copywriter with a commission-only, face-to-face sales background knows how to increase results when writing to generate leads and sales. He also understands the psychology necessary to soothe objections and roadblocks – including those posed by decision committees.
4. An experienced IT and Security technician explains the true benefits users receive from product features in easily understood terms.

contactdave@davechappelle.ca

416-302-1122

Thank you,

Dave Chappelle

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contactdave@davechappelle.ca | 416-302-1122

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-through 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.

Copywriter, *ReversingCancer.org*

2021 – present

- Writing copy, finding images, and posting on ReversingCancer.org to elicit donations for powering the first open-source Tissue Repository with a Search Engine, which permits the detection of the early evolution of cancer – the KEY to reversing it.

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 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.

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.
- 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