

Corporate Profile:

Operating under the name Words' Worth Communications Consulting, Mark Campbell is a Halifax, Nova Scotia-based independent marketing and communications consultant. Since 1995, he has been providing writing, editing and, more recently, strategic expertise, to a wide array of companies, organizations, institutions and government departments. Overall, Mark has approximately 180 months of experience in writing and editing marketing and communications materials for a range of audiences, supplemented by 60 months of experience writing for various magazines and industry publications.

Mark began his writing career in 1990 upon graduating from Saint Mary's University with a Bachelor of Arts with a major in English. Originally specializing in magazine writing, he gradually shifted focus, developing expertise in marketing and communications. The clients he has worked with, directly and as a subcontracted resource, are some of the largest organizations in the region, and across Canada. They include Atlantic Lottery, Co-op Atlantic, EastLink, Greater Halifax Partnership, Holloway Lodging REIT, Jacques Whitford, Knightsbridge Robertson Surette, Ledgehill, Nexient Learning, NovaKnowledge and Refreshments Canada. Mark has also worked with several Province of Nova Scotia government agencies, representatives and departments, including Service Nova Scotia & Municipal Relations and the Office of Economic Development.

Widely regarded as one of the best creative writers in Atlantic Canada, Mark Campbell's distinct market advantage lies in part in his ability to provide clients with relevant, easy-to-understand content that effectively engages audiences, and in a timely, cost-effective manner. From corporate articles to web content, Mark approaches each project with considerable care and attention to detail to ensure that the final product is not only well written, but also that it delivers on the communications strategy, stays on message and drives results, from inquiries to sales.

Words' Worth Communications Consulting is actively registered with the Registry of Joint Stock Companies – registration #: 3094229.