

# Mark Campbell

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## PROFILE

Accomplished, strategic and highly creative Marketing and Communications writer and editor with extensive experience creating content in virtually every medium and industry. Proven success in producing compelling messaging for some of the most recognized brands in Canada and the US. A knack for managing multiple projects at once and a track record of meeting or beating every deadline, however tight. Solid understanding of the fundamentals for building and engaging an audience in social media. Works well independently, and in a team environment.

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## CAREER EXPERIENCE

**Words' Worth Communications Consulting;** Halifax, NS **1995 – Present**  
*Words' Worth Communications Consulting specializes in creating content for a variety of public and private sector clients throughout Atlantic Canada, across Canada and in the US.*

### WRITER, EDITOR, STRATEGIC

Sole proprietorship serving the writing and editing requirements of clients, with content that meets all goals and timelines. This includes consultation on messaging and media channels, interviews, writing drafts, collaborating on final copy and determining how this content will fit not just with the organization's branding standards, but also its other ongoing marketing and communications efforts.

#### Key Accomplishments:

- Wrote the header for an Emmy Award print ad for Bravo's My Life on the D-List. This ad received coverage everywhere from Perez Hilton's site to The Hollywood Reporter. One of several projects undertaken for Bravo.
- Researched, conducted interviews and wrote content for a series of interpretative panels installed in the community of Peggy's Cove, Nova Scotia, which draws thousands of visitors from around the world every year.
- Created content for the Halifax Defence Complex forts maintained by Parks Canada, including Citadel Hill, one of the most visited historic sites in all of Canada.
- Conducted interviews, wrote profiles and copyedited additional content for the Nova Scotia Community College's 2011 Report to the Community, leading to further work from the college.
- Developed messaging for a one-sheet on Ring14, a very rare chromosomal disease that was distributed in Emmy gift bags in 2011.
- Provided communications services to EastLink, one of Canada's largest telecommunications companies, including strategic documents, press releases, ad copy and some media relations.

- Researched and created communications materials for The Canadian Beverage Association (formerly Refreshments Canada), including media backgrounders, press releases, FAQs and stakeholder correspondence.
- Created SEO-enabled content for several hotels across North America, including one that Hotel Marketing Strategies deemed to have ‘great’ ‘you-focused’ copy, with ‘strong calls to action (that) don’t feel too pushy.’
- Provided communications and writing expertise as a contracted supplier to the Atlantic Lottery Corporation, developing strategic documents, presentation scripts, speaking notes and annual report content.
- Redeveloped the nominee form for the Celebrating Communities Awards, a Nova Scotia provincial government initiative that recognizes innovation in rural community development. Also, conducted more than 50 interviews and wrote summaries of each award nominee in a three-week period during July 2011 to enable fair and accurate judging of submissions.
- Developed content for a regional dairy company that is used on the side panel of its milk cartons.

### SELECTED CLIENTS (DIRECT AND SUBCONTRACTED)

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-Nova Scotia Apprenticeship Board	-KPMG
-Atlantic Lottery Corporation	-Nexient Learning
-Ambassatours Gray Line	-Nova Scotia Community College
-Baxter Dairy	-Nova Scotia Power
-Bravo (New York)	-Nova Scotia Provincial Government
-The Canadian Beverage Association	-Parks Canada
-Co-op Atlantic	-Public Works and Government Services Canada
-Dalhousie/QEII	-Ring14 USA Outreach, Inc.
-Ducks Unlimited	-Sable Offshore Energy Incorporated
-EastLink	-Sacred Heart School of Halifax
-Greater Halifax Partnership	-St. Margaret’s Bay Regional Tourism Development Association
-GEAL (Italy)	-Saint Mary’s University
-Holloway Lodging REIT	-Steele Auto Group
-Intergy	
-Knightsbridge Robertson Surette	

### EDUCATION

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**Saint Mary’s University** 1990  
 Bachelor of Arts (English), Magna Cum Laude

### AFFILIATIONS

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Member, Halifax Chamber of Commerce.

*References Available on Request*