

Mark R Lambert

+1 (858) 500 2816
mlambertfreelance@gmail.com
<http://mlambertcopywriter.com>

Summary

I'm a seasoned copywriter and editor, experienced in finding fresh angles on technology and how it shapes modern life.

My personal history brings flavor and personality to my writing. I've traveled a lot, worked in senior management and have years of experience working with disadvantaged communities in third world countries. I'm also a huge geek.

This puts me in a good position to tell compelling stories about technology, the future, and why readers should care.

Qualifications / Skillset

- ◆ Article and blog writing
- ◆ Editing and content quality assurance
- ◆ Marketing / sales copy / email campaigns
- ◆ Landing pages and evergreen website copy
- ◆ Conversational, engaging writing style
- ◆ Postgraduate training in writing and editing

Full Site & Portfolio

<http://www.mlambertcopywriter.com>

Professional History

Various Freelance Clients – 7/2013 to present

OnDeck, Ivy Exec, Amway, Grunge, Cracked, Nerds On Call, Home Technology Pros, Neurogress and more

Websmith Media – 6/2018 to present

Developing landing pages, marketing material and longform articles, mainly focusing on the construction industry.

Squirrel Digital Media – 1/2018 to present

Customer-facing and B2B content in the smart home technology and home computing spaces.

ClearVoice – 1/2017 to 5/2019

Editor and copywriter – producing content for medium to large companies in the tech, finance and education sectors.

Elephate SEO – 6/2016 to 12/2018

Developing SEO optimized copy and ghost-written social media copy, mostly for emergent tech and biotech startups.

Key Digital Media – 5/2016 to 12/2017

Writer and editor, mostly for tech and crypto startups with an impending ICO.

"Mark is a rare breed of writer. He's exceptionally talented and can write in many different styles. He's also 100% reliable. We can always count on him to deliver exactly what we need, when we need it. But what sets Mark apart the most... is his extreme honesty. We've never worked with a writer who is so straight up about how long the work took to complete and how much we owe him. On several occasions he's even told us to pay him LESS because the article took less time. Highly recommended."

Simon Smith, Websmith Inc.

"I honestly don't know what I would have done if I had not found Mark. My clients often want an original piece of copy for their blogs, articles, whitepapers, etc. I need to be able to delegate that writing to an expert who knows how to write quickly, clearly, professionally with a light "voice". Mark has always met and EXCEEDED my expectations and needs. I will always reach out to Mark when I need an excellently researched and written piece of copy.

Thank you for making me look good!"

Faye Kimmel, Faye Kimmel Consulting

Writer and Editor - Freelance, 2013 to Present

Article Writing and Blogging

I'm proficient in a variety of styles and tones, ranging from crisp and professional through to quippy and conversational. I know how to develop SEO optimized content without sacrificing authenticity. Nothing I write gives that clunky sound of keyword repetition. *Some of my clients: OnDeck, Microsoft, i2Mag, Cracked, Flux Magazine.*

Editing

Writers like me. That's not because I don't push when needed (as you'll see in the editing pieces in my portfolio). But I believe I come at the editing process with goals the content developers can relate to — consistency of style and clarity of expression. I don't edit purely for the sake of correctness. I edit to make the writing more powerful. Oh, and give me a house style guide and I'll use it. Promise! *Some of my clients: ClearVoice, Websmith, Content Conquered.*

Landing Pages and Evergreen Website Content

A stale, outdated or formulaic landing page stands out like barbecue sauce stains on a white business shirt. Whether the copy is there to sell, inform or foster loyalty, I'll carefully develop a clean and compelling flow to your call to action. *Some of my clients: Home Technology Pros, Texas Construction, Nerds On Call, Squirrel Digital Media.*

Marketing and Campaign Copy

Through much experimentation, I know how to make a pitch sound conversational and unforced. I can hit all those fear, gain, logic buttons but with a balanced and approachable "lightness" of expression. *Some of my clients: Elephate, Nerds On Call, Improveo, Neurogress.*

Community Engagement Consultant - World Health Organization, 2011

In 2011, I worked as a community engagement consultant for the World Health Organization. I traveled a great deal, working with marginalized communities to build inclusive and effective public health programs. This role depended on conversations. It taught me the importance of knowing and understanding your audience.

Grant Manager - Secretariat of the Pacific Community, 2004 to 2011

I worked as a Grant Manager, overseeing a \$23 million public health Grant and coordinating a multicultural and multidisciplinary team across 15 countries. I suppose you could call this my senior management phase. The role taught me to simplify and distill information. It also taught me that people will appreciate it if you don't waste their time.

Community Outreach Manager - Australian Respiratory Council, 2002 to 2004

From 2002 to 2004, I worked for a small charity. I managed projects and communicated with the community about public health issues. I frequently represented the organization in media announcements. The role taught me to be a self-starter.

Policy Officer - Australian Agency for International Development, 2001 to 2002

As a policy officer for the Australian Government, I reviewed and defended the government's poverty reduction strategy. I learned how important it is to find answers to awkward questions before anyone asks. I also learned to hate ties.

Prior to 2000

A full list of my career experience prior to 2000 is available on request.

Formal Degrees

- Bachelor of Arts (Honors) (Adelaide University, Australia, 1996)
- Postgraduate Diploma in Communication (Deakin University, 2012)