

Mark R Lambert

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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>

Portfolio & Styles at a Glance

Articles and Blogs

[Continuous Learning Lessons From a Cat](#)
[Team Building on a Limited Budget](#)
[Got Kids? How to Protect Your Phone](#)
[Disruption and Change — 3 personalities](#)

Marketing Copy and Campaign Writing

[Smart Home Technology Franchise](#)
[Promotional Tech Newsletter Copy](#)
[Gain Logic Fear Email Campaign](#)

Landing Pages

[Small Business Construction Site](#)
[Computer Business Services Page](#)

Editing

[Master Degree Program Review](#)
[Legal Audit Services Overview](#)
[Clinical Social Work Article](#)

Styles



Expert: A trustworthy expert sitting down with the reader to share hard-won experience in an informal but professional manner.



Futurist: Delivering a balanced and informed assessment of where technology might take us; ten, twenty even fifty years from now.



Nerd: A friendly nerd who'll give you on-point advice about how to use your technology while dropping the occasional Star Wars reference.



Eccentric: A reflective voice, drawing from unusual connections in technology, history, and personal experience. A different perspective.

You can also read these here: <http://bit.ly/MLfolio>

Professional History



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)