

**Brett Caron**  
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The single most valuable attribute I bring to any team is the ability and drive to deliver tight, engaging content that effectively targets key audiences. I maintain a high level of quality even when producing a large amount of content, and I can easily adapt my tone and style to match any branded voice. Plus, I'm fun and easy to work with!

## Core Competencies

- ❑ Content creation (web; developing pitches and/or writing from existing pitches)
- ❑ Script writing and editing (short or long form screenplays, Final Draft Pro)
- ❑ Game design (including narrative design)
- ❑ Video editing (junior level; Adobe Premiere Pro)

## Work Experience

### *Content Writer — Dibly (2017-2018)*

As a member of the outstanding Humor & Entertainment team at Dibly, I produced over 400 original articles — ranging from humor lists, to trending entertainment news, and other fun content surrounding film, TV, and pop culture — which collectively drove more than 114 million unique visitors to the site. My team and I consistently produced punchy, easily digestible articles that always fit the Dibly brand and its targeted audience.

I also collaborated with the Dibly Video team to develop and produce new caption-based concepts for *America's Funniest Videos'* "Life Unfiltered" series on Facebook.

### *Analyst/Web Content Creator — O2E Brands (2014-2017)*

I produced web content for the 1-800-GOT-JUNK?, You Move Me, WOW 1 Day Painting and Shack Shine brands. I developed communications for incentive programs according to parameters set by management, as well as training guides for new additions to the WFM (workforce management) team.

As a WFM analyst, my responsibilities included creating schedules and resolving scheduling issues for agents, forecasting volume of incoming calls and maintaining a strong service level across all O2E Brands. This required extensive use of Excel and analysis of incoming data to identify and best meet the standards set for all KPIs.

## Writer/Editor — Freelance (2009-present)

Since 2009, I've worked on a freelance basis with a variety of clients, including a Michigan-based multimedia project through STA, Huffington Post, and POP Gaming, and more. Working with CFC alumnus Danny Sedore, I developed a short web series from initial concept to fully scripted episodes. My work with Palladium Books has featured in several issues of their Rifter magazine, as well as their *Rifts* and *Chaos Earth* role-playing game supplements. I've also produced two short eBooks for Trese Brothers Games.

Currently, I'm working on three feature-length films with a Toronto-based production company. The first of these films, *Karate Ghost*, is fully funded and will begin shooting in September 2019. I worked as script editor on this project.

## Sample Articles (Diply)

Disclaimer: Due to problems with their content management system, Diply's author-pages are broken — otherwise this would be a simple link to a comprehensive list. If you'd like more samples, feel free to reach out! I can definitely locate more.

<http://diply.com/26450/12-people-who-are-going-all-out-at-life>

<https://diply.com/26461/11-feels-that-got-way-too-real>

<http://diply.com/26460/11-times-ezra-millers-fashion-left-us-gasping>

<http://diply.com/27850/12-times-we-embraced-being-garbage-people>

<https://diply.com/26494/11-times-cardi-b-totally-flipped-out>

## Other Reasons To Hire Me

- ❑ In addition to writing and editing copy, I've completed training at OCAD with Adobe Premiere Pro to edit video. I'm familiar with the interface, and can comfortably edit short web videos with source video and audio provided. I have very little workplace experience in this role, but I'm developing quickly as a video editor and will learn even faster on the job!
- ❑ The work ethic that I cultivate might be a little obsessive, but I strive to bring my best every single day. I work well independently or as a part of a team, but there's nothing I like better than being a part of a well-oiled, supportive, synergistic team that is more effective than the sum of its parts.
- ❑ Check out my recommendations on [LinkedIn](#)! Editors love me. Yours will, too.

References, recommendations, script or video samples available upon request. Don't hesitate to ask!