

Brett Caron — Toronto, Canada — welcome@brettcaron.com — 647-784-1144

Currently quarantined with hoarding cleaning supplies, toilet paper, and canned goods. Available for remote opportunities. Let's do a video call with a weird background.

Core Competencies

- ❑ Content creation (web; developing pitches and/or working 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)

Portfolio

Please find my portfolio, including video samples, [here](#). If this is a hard copy, that link is to my portfolio on www.brettcaron.com and also welcome to 2020.

Work Experience

Copywriter — Fuel Content (2019 - 2020)

My role at Fuel Content was to produce content for social media and digital. Our bread and butter: hundreds of posts on Facebook, Instagram, and Pinterest, maintaining our client's brand, voice, and style. This includes video content, ranging from short DIY walkthroughs to goodwill engagement posts for holidays and other occasions. We consistently drove down CPC way past our benchmark and CTR more than four times above our goals.

Working with our art director, content producer, and editors, I wrote copy, scripted and storyboarded video, including in-video supers and/or dialogue. Find some of our work [here](#).

Content Writer — Dibly (2017-2018)

As a member of the outstanding Humor & Entertainment team at Dibly, I produced over 400 original humor lists, trending entertainment articles, and other fun content poking fun at film, TV, and pop culture. In my time there, my posts drove more than 114 million unique visitors to the site. My team and I 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.

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. 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. My first film with director James Mark is *Karate Ghost*, scheduled to begin shooting in summer 2020. I'm credited as script editor on this project.

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!
- ❑ I go all out and I bring my best every single day. I can plug headphones in and work independently, but I also excel at supporting and contributing to a great team.
- ❑ Check out my recommendations on [LinkedIn](#)! My editors love me. Yours will, too.