

# portfolio & experience

roy  
writes  
content ●



# Services

Bringing a technical voice to your content marketing and product documentation

## Copywriting

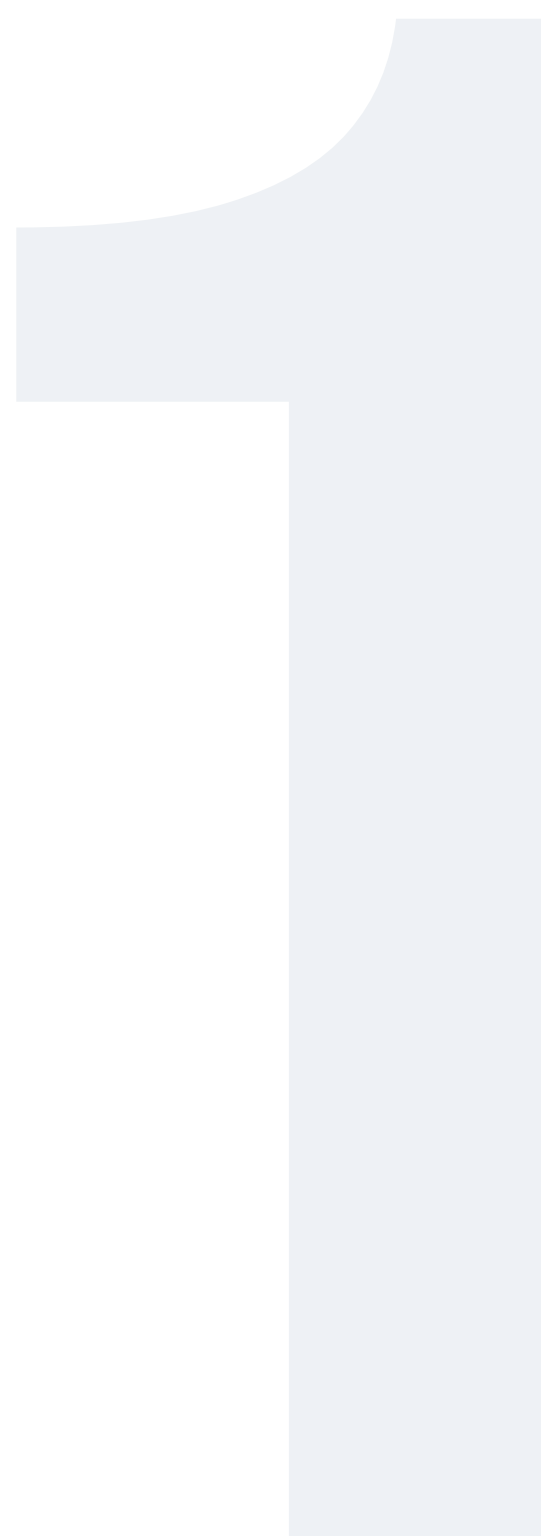
From long-form content like blogs and case studies to ghostwritten articles that let your experts shine, I'll bring value-packed and sharable content to your audience.

## Content strategy

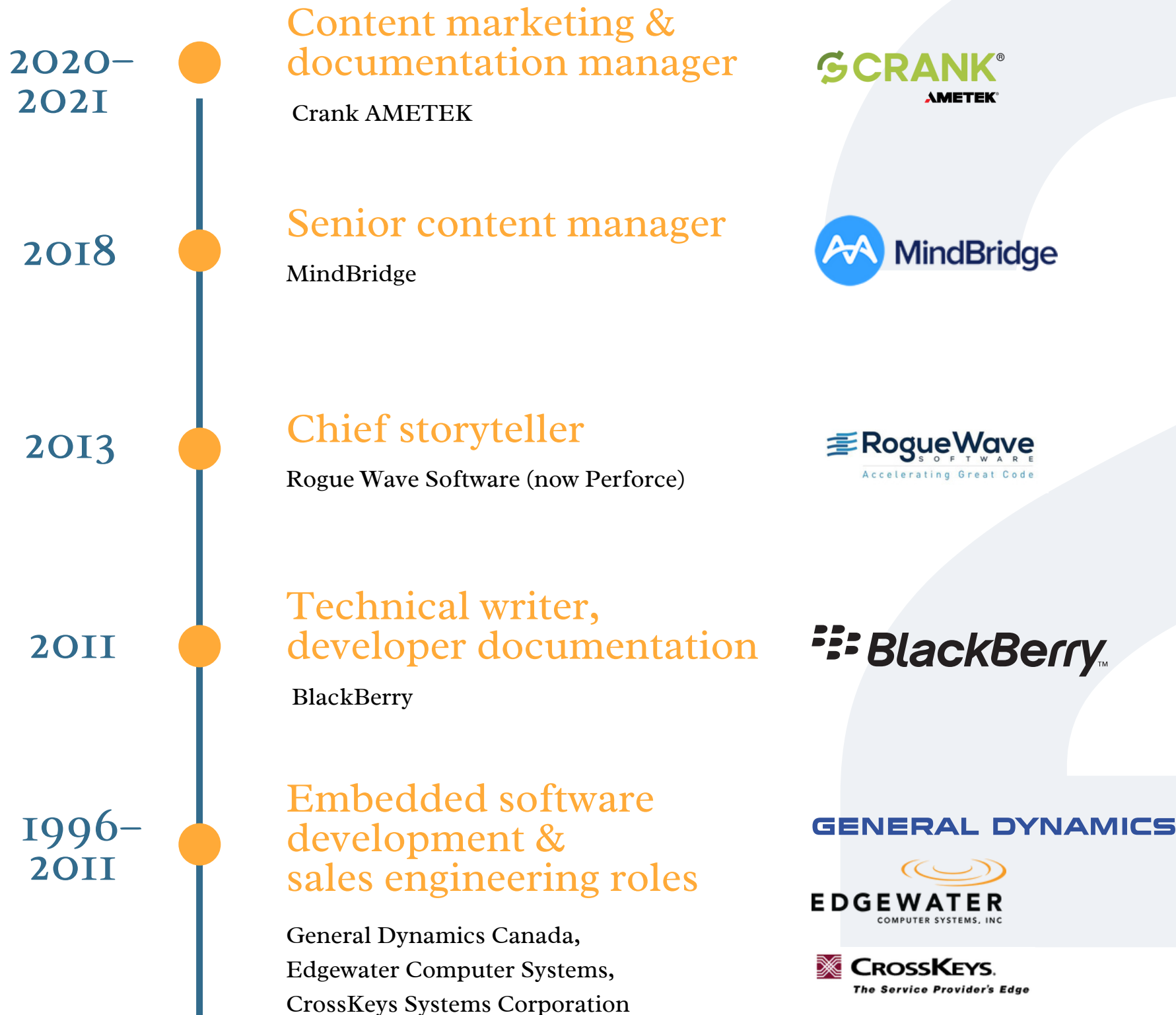
Having shaped ideas into execution for B2B brands over 10 years, I'll bring focused, accessible, and actionable content & social media strategies to drive prospects to close.

## Technical writing

With a background in embedded software development and product documentation, I'll help your team create exceptional user guides, API docs, and tutorials.



# Experience



# ● Copywriting examples

## Cybersecurity article

🔗 [How to reduce your chances of an API data breach](#)

## blog

🔗 [Security analytics is a team sport](#)

## blog

🔗 [From printf's to paper trails: Lessons for automotive logging cybersecurity](#)

## AI/fintech

## blog

🔗 [Building trust in artificial intelligence for audit](#)

## case study

🔗 [How Cherry Bekaert drove ROI for their audit engagements](#)

## Telecom case study

🔗 [How a service provider modernized DOCSIS provisioning while cutting costs](#)

## Embedded software article

🔗 [How to build better UX for IoT devices](#)

## Mobile apps product documentation

🔗 [BlackBerry 10 NDK Developer Guide](#)

# ● Proven results

## Pillar content campaign

e-book • 8 new high-value leads in 3 months

🔗 [Guide to wearables GUI development](#)

## SEO

blog • moved from unranked SERP to top-ranked for "60 fps embedded"

🔗 [How important is 60 FPS for embedded GUI development](#)

## Social media campaign

Twitter • top 5 trending in Canada on May 30, 2019

🔗 [IMPACT AI 2019 conference](#)

"He's incredibly skilled at distilling complex topics from SMEs and converting them into storytelling pieces, richly infused with SEO and CRO in mind."

Alecia O'Brien  
Marketing Lead, Crank AMETEK

# Contact me:

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