



Cover Letter for Web Editoralist - English position

BEN LAM

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DREAM JOB

The Web Editoralist position at Blizzard is one of the few jobs that I can honestly describe as a “dream job”. It would combine my passion for games with my skills and desire to spread knowledge, news and information through web publishing.

PASSION

I'm truly passionate about gaming. I see games as a way to experience a different activity, to live a different life, to explore a different world in ways which wouldn't otherwise be possible. Thanks to games like World of Warcraft, I know the feeling of leaping off a Stormpike Ram, charging headlong into battle, hammer swinging, engulfed in the epic mayhem of Alterac Valley. The sweaty palms, shortness of breath and pounding heart are all real physical effects of an immersive game experience which keeps people coming back for more. This deep belief in the power and viability of games makes me want to be a part of the bright future that lies ahead of the electronic entertainment industry.

PERSPECTIVE

With motivation, commitment and perspective, anyone can make a difference by publishing knowledge on the Internet. In a personal example, I recently became dissatisfied with the scant information available on the extensive Paris train system, so I committed myself to producing a better guide: ParisByTrain.com. The feedback I receive from grateful travelers serves as a source of motivation and reinforces the idea that publishing relevant and useful information truly has an impact. I believe my success in producing such a site is due to having the right perspective: that of the audience. Being an avid fan of Blizzard games lends me perspective and insight into the news and information players would like to see. Thus, I'm confident I would succeed as a Blizzard Web Editoralist.

READY

My Canadian, British and Hong Kong citizenship allows me to easily work and live in North America, Europe or Asia. Anglais est ma langue maternelle, but I also speak French well enough to faire des gaffes to keep my French friends and extended family amused.

I'm available for interview at your convenience and I am ready to start immediately on any offer of employment.

Please find my resumé on the following page.

Thank you for considering my application for the Web Editoralist - English position.

Sincerely yours,

Ben Lam



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Resumé for Web Editorialist - English position

OBJECTIVE

Grow and engage Blizzard's worldwide audience with lively, relevant and accessible web content as a Web Editorialist relying on a decade of Internet industry experience and a lifelong passion for gaming.

EXPERIENCE

WEB CONTENT DEVELOPER, CRU CONSULTANTS; VANCOUVER / PARIS — 2007-PRESENT

- Author, editor & web master of several websites. Duties and accomplishments include:
 - Research, develop and write material for original content websites ParisByTrain.com, InstallingCats.com, Stock-Value.com.
 - Growing ParisByTrain.com from launch in May 2008 to 90,000 unique pageviews/month by developing target audience focused articles (detailed, photo based, step-by-step) and encouraging community participation.
 - Expanding the reach of InstallingCats.com to 36,000 unique visitors/month through unique, in-depth how to articles with high Google visibility.
 - Learning Ruby on Rails web development framework and developing community driven book club web application ZBookClub.com.
 - Learning web mastering & server management skills to setup and maintain above web projects.

SYSTEMS INTEGRATION CONSULTANT, TUCOWS; TORONTO — 2006

- Facilitated integration of newly acquired company into existing Tucows infrastructure within 4 month deadline which included:
 - Coordinating with support, development, marketing and management teams to facilitate service transition with minimal customer downtime.
 - Performing system architecture knowledge transfer to new software development & IT teams.
 - Training customer support team on site administration duties & protocol.
 - Facilitating customer & inventory data transfer.

SENIOR DEVELOPER, NETIDENTITY.COM; VANCOUVER / BOULDER — 1999-2006

- Responsible for software development, project management & team coordination resulting in:
 - Development of credit card fraud detection and countermeasures system in concert with support staff training in fraud recognition resulting in reduced chargeback rates of 75%.
 - Working with branding & market intelligence companies to redesign information architecture, streamlining purchase process while increasing new order revenues through introduction of targeted additional services.
 - Integration of internal software systems with third-party service providers (payment processors, email hosts, domain name registrars).
 - Transfer of live web application from Vancouver office servers to San Jose co-location facility without downtime to customers.
 - Development of customer, internal administration & reporting websites.
 - Development of guidelines for customer relations / site administration with support staff.

EDUCATION

Simon Fraser University, Burnaby, BC — 1999 BA Economics, Certificate Computing Science

SKILLS

- Web copywriting
- Team work & project management
- English fluency, French working knowledge
- HTML, XML, CSS, JavaScript, VBScript, SQL, Ruby, C# languages and editing tools
- Linux, Apache, MySQL, PHP (LAMP) web server & DNS administration
- Ruby on Rails & ASP.Net dev frameworks
- Search Engine Optimization principals and techniques
- Wordpress, WikiMedia content management system software setup, administration & use
- Tanking, herb gathering, bubble-hearthing
- ACB (All Conditions Barbecuing)

REFERENCES

Daniel Glass, Senior Software Architect, SupportSoft, San Francisco CA, 1-303-475-5552

Joseph Benjamin, CTO, NextAction, Boulder CO, 1-303-327-1672