

Benjamin Lam

Cover Letter for Web Editoralist - English

21 Rue des Gaillons
Samoreau, 77210
T 06 76 43 78 57
E Ben@Lam.net

I can help Blizzard engage and grow its online audience as a web editoralist with my combination of creative web copy skills, web publishing experience and passion for gaming.

My experience in the web industry is diverse: editing & publishing newsletters, answering customer support requests, researching and writing original content, translating web sites, web mastering, writing help documentation, web interface design, training support teams and much more.

I enjoy working directly with technology, but I find the human interaction with staff and customers to be the most rewarding part of my work. Having a wide range of technical expertise and a rapport with people allows me to work well with anyone in a company, from support reps to upper management to development and marketing specialists.

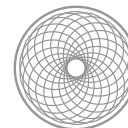
When dealing with customers I find that it helps immensely to understand their concerns and needs by being a customer of the product myself. Having played several Blizzard titles during the course of my gaming career, World of Warcraft most recently, gives me perspective that will help me communicate effectively with customers as a web editoralist.

Please find my resumé on the following page. Thank you for considering my application.

Sincerely,

Ben Lam

ps. If you happen to find another copy of an application by me, please consider this to be my official submission. I've had a week to calm down after discovering this job posting and applying for it in a fit excited panic. This cover letter and resumé may be clearer in presenting my motivations and skills with respect to the web editoralist position.



Benjamin Lam

Resumé for Web Editoralist - English

21 Rue des Gaillons
Samoreau, 77210
T 06 76 43 78 57
E Ben@Lam.net

Objective

Help increase Blizzard customer interest and satisfaction through creative, well managed web content while working closely with web teams to improve its presentation and accessibility.

Experience

Web Content Developer, Cru Consultants; Vancouver / Paris — 2007-Present

- Manage several ongoing web projects: ParisByTrain.com, InstallingCats.com, Stock-Value.com.
- Research, develop and write copy for original content websites.
- Interact directly with customers through online forums.
- Web mastering & server management.
- Increasing access to information & customer satisfaction by producing unique, original, target audience focused articles and encouraging community participation.

Senior Developer, Netidentity.com; Vancouver / Boulder — 1999-2006

- Edited and published quarterly customer newsletters with marketing staff.
- Wrote sales and support copy for website.
- Helped design and implement translation of Nameplanet sister site into several European languages.
- Worked with branding & market intelligence companies to improve site layout.
- Developed customer support website with help from support representatives.
- Designed and developed administration & reporting websites.
- Developed guidelines for customer relations & site administration with support staff.

Systems Integration Consultant, Tucows; Toronto — 2006

- Worked closely with support, software and management teams to integrate newly acquired company into current infrastructure.
- Edited newsletters aimed at keeping customers abreast of upcoming changes and their impact to services.
- Trained customer support team on site administration duties & protocol.

Education

Simon Fraser University, Canada — 1999 BA Economics, Certificate Computing Science

Skills

- Web copywriting
- Team work & project management
- English fluency, French working knowledge
- Web editing tools & development environments (Adobe, Rails, .Net)
- HTML, XML, CSS, JavaScript, VBScript, SQL, Ruby, C# languages
- Web Mastering: Linux, Apache, MySQL, PHP (LAMP) web server & DNS administration
- Search Engine Optimization principals and techniques
- Tanking, herb gathering, bubble-hearthing (just kidding)
- ACB (All Conditions Barbecuing)