

## **LYNDA NANCE**

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### Portfolio

#### **PROFESSIONAL SUMMARY**

Strategic communications leader with 15+ years of experience in editorial direction, content strategy, and team leadership within mission-driven organizations. Proven expertise in managing flagship publications, overseeing digital storytelling hubs, and crafting compelling narratives that elevate brand reputation, deepen stakeholder engagement, and drive measurable outcomes. Adept at collaborating cross-functionally, leading high-performing teams, and producing content across multiple platforms for diverse audiences.

#### **KEY SKILLS**

- Editorial Strategy & Leadership
- Print & Digital Content Management
- Brand & Messaging Alignment
- Donor Communications
- Cross-Functional Collaboration
- SEO, Email, & Newsletter Strategy
- Analytics & Content Optimization
- Team Development & Mentorship
- Higher Education & Nonprofit Expertise

#### **PROFESSIONAL EXPERIENCE**

Susan G. Komen

Senior Manager, Content & Lead Writer

January 2021 – Present (Remote)

##### **Editorial Strategy & Publication Management**

- Lead strategic content development across digital platforms, supporting brand awareness, fundraising, and donor engagement.
- Oversee content for quarterly campaigns, blogs, web, email, and social storytelling—aligning with Komen’s organizational objectives.
- Serve as final editor for high-impact publications; maintain Komen’s style guide and enforce consistency in tone, quality, and messaging.
- Develop and optimize long-form storytelling with an emphasis on emotional connection, clear messaging, and measurable engagement.
- Leadership & Collaboration
- Supervise and mentor a team of writers, providing editorial oversight and professional development.

- Collaborate cross-functionally with marketing, digital, fundraising, and direct mail teams to ensure unified messaging and campaign alignment.
- Partner with corporate and pharmaceutical sponsors to develop donor-centric content and campaign stories.

### **Content Innovation & Strategy**

- Lead SEO initiatives and performance analysis to improve reach and content effectiveness.
- Deliver audience-personalized email marketing messages using segmentation and performance metrics.
- Oversee blog and newsletter strategy, curating content that reflects organizational impact and thought leadership.

### **ALSAC / St. Jude Children's Research Hospital**

Lead Writer / Content Developer / Supervisor

March 2007 – May 2020 | Memphis, TN

### **Flagship Publications & Engagement**

- Led editorial and storytelling strategy for Hopeline (audience: 2.5 million), crafting content that achieved 16% open and 1.1% click-through rates.
- Pitched, developed, and executed stories for national campaigns including St. Jude Thanks & Giving, engaging national TV and film audiences.
- Developed content across platforms — print, web, direct mail, newsletters, and social media — ensuring audience segmentation and strategic relevance.
- Team Leadership & Stakeholder Partnership
- Supervised a team of writers (including bilingual staff); ensured HIPAA compliance and storytelling sensitivity.
- Worked closely with marketing, creative, and PR teams to ensure cross-channel consistency and campaign impact.
- Represented patient voices in national fundraising efforts through story development, media placement, and executive communications.
- Digital & Performance-Focused Content Strategy
- Produced donor newsletters, social campaigns, and multimedia storytelling; tracked engagement against ALSAC's benchmark KPIs (e.g., Facebook: 4% ER).
- Worked in Sprinklr, JIRA, and Confluence to manage editorial workflows and streamline content production.

### **Northern Illinois University – Writing Center & English Department**

Special Projects Coordinator and Faculty Member

2000 – 2007 | DeKalb, IL

- Managed day-to-day operations of the university writing center; led a team of 30+ tutors and faculty, and directed cross-curricular writing instruction.
- Taught undergraduate writing and creative writing courses, both in-person and online.

- Designed training manuals, maintained tutoring databases, and supported departmental communications.

## **EDUCATION**

Master of Fine Arts (MFA), Creative Writing – Fiction  
Southern Illinois University at Carbondale

Bachelor of Arts (BA), English  
Southern Illinois University at Carbondale

## **TECHNICAL SKILLS**

CMS: WordPress

Tools: Sprinklr, JIRA, Confluence, Salesforce

Analytics: Google Analytics, Email KPIs (CTR, open rates)

Platforms: Social Media, Print/Digital Newsletters, Email Marketing Systems

Standards: AP Style, Brand Voice Guidelines, HIPAA Compliance

## **ADDITIONAL QUALIFICATIONS**

- 8+ years of editorial leadership in nationally recognized nonprofit organizations
- Proven ability to manage print + digital publications with global reach
- Demonstrated excellence in writing, editing, and storytelling for diverse and segmented audiences
- Background in academic-style writing, creative nonfiction, and profile features
- Committed to mission-driven storytelling and institutional advancement