

## Lynda Nance

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### Writer & Storyteller/Digital Content Developer

Prolific writer, editor, and content creator with more than 13 years' experience producing content for one of the nation's top non-profit brands. Skilled in producing audience-centric content geared toward driving business outcomes in support of performance marketing, social media, fundraising, and brand goals. Collaborative and insightful, with a keen sense of how to tell a good story. Seeking roles that can be performed either individually or on teams.

### Experience

#### Lead Writer/Content Developer/Supervisor

**ALSAC/St. Jude Children's Research Hospital, Patient Engagement/Marketing Dept., Memphis, TN, March 2007 - May 2020.** ALSAC is the fundraising organization for St. Jude Children's Research Hospital.

- Created and pitched patient-focused stories to directly support the organization's fundraising efforts, which grew from \$600 million annually when I started to more than \$1.7 billion a year today.
- Worked directly with St. Jude patient families to develop their stories for fundraising purposes. Conducted interviews with patient families to learn their stories, and crafted content for departments across the organization to drive a multitude of fundraising programs and reach varied audiences.
- Pitched stories to internal teams and external agencies, including national television partners, based on business goals and audience needs. Work included stories in long- and short-form, for print and digital formats on multiple channels, often requiring juggling multiple high-visibility tasks in tight timelines.
- Served as front-line liaison between executives, celebrities, the board of directors, and other publicity teams with patients and their families. Regularly escorted patient families to high-profile production sets (such as the *TODAY Show*) and photo shoots across the country to ensure patient privacy was protected and all marketing efforts were HIPAA-compliant. Often this required difficult conversations with senior-level superiors to advocate on behalf of patients.
- Supported fundraising programs by providing patient-centered content and stories for national events like the St. Jude Walk/Run to End Childhood Cancer, regional events like the St. Jude Memphis Marathon Weekend, which both target fitness audiences; national marketing campaigns like the end-of-year St. Jude *Thanks and Giving* campaign, and for Brand Central, the brand asset repository used by employees and corporate partners. Worked closely with colleagues and superiors at all levels to address feedback and secure approvals.
- Tailored content for targeted audience segments. For example, optimized content developed for the legacy giving audience, who are generally older and highly educated, with scientific

data and medical terminology; worked to ensure direct mail pieces included a sense of urgency; and for youth programs, wrote content to appeal to children and explain cancer and other catastrophic diseases in easily understood, less frightening terms. Often revised a single patient story in many ways to meet multiple needs across various channels.

- Created content for print and digital, including direct mail, web, and social media. Served as lead content creator for St. Jude's weekly newsletter, with a circulation of 2.5 million, an average 16% open rate, and a 1.1% click-through rate, including stories like patients [Owen](#), and [Markell and Arianna](#). Worked in various tools including Sprinklr, JIRA, and Confluence.
- Advocated on behalf of patient families, and was workforce-designated and responsible for protecting patients' HIPAA status. As lead writer, responsible for upholding brand standards and style standards in all content.
- Supervised a staff of three writers, including a bilingual writer.
- Recommended patients for media appearances on the *TODAY Show* as a part of the St. Jude *Thanks & Giving* campaign, which runs annually every Thanksgiving week. For these segments, sourced patient stories to appeal to *TODAY's* viewers. Among the stories pitched over the past decade: [Aubrey's story](#), [Jason's story](#), and a [segment with St. Jude patients](#) and Chip and Joanna Gaines.
- Pitched patients for St. Jude *Thanks & Giving* television commercials and movie trailer segments, produced each year by Tony Thomas and featuring St. Jude's celebrity supporters, including the 2014 [Michael Strahan](#) commercial and the patients participating in the 2019 Jennifer Anniston, Michael Strahan, and Sofia Vergara [commercials](#).
- Proposed patient stories to ALSAC's internal creative services department and facilitated filming with families, including [Ashtyn's story](#) and [Yamila's story](#).
- Developed content for ALSAC's social media channels. ALSAC's benchmark engagement rates are 4% for Facebook, around 1.5% for Twitter and 10% for Instagram. Some posts I developed garnered the following rates:

Facebook Highest Performing  
[I'vhyanna and her mom](#) (7.3% ER)  
[Thatcher's 5th Birthday](#) (6.8% ER)  
[Kennan and Robert](#) (6.5% ER)

Twitter Highest Performing  
[Kennan and Robert](#) (1.74% ER):  
[Thatcher's 5th Birthday](#) (1.34% ER):  
[Emma Grace](#) Maid of Honor (1.32% ER)

Instagram Highest Performing  
[Dahiralis Doll Closet](#) (13%)  
[Lucas](#) Fishing (13%)  
[Emelie Moment](#) (13%)

**Special Projects Coordinator; Acting Associate Director**

**Northern Illinois University, University Writing Center, DeKalb, IL - Aug. 2000 - Feb. 2007**

Co-led day-to-day operational activities of the writing center, tutored 30+ hours per week, and taught cross-curricular writing classes.

**Faculty Member**

**Northern Illinois University, English Dept., DeKalb, IL - Aug. 2000 - Feb. 2007**

Classes, both online and traditional classroom-based, included:

- First-year composition classes, English 103 & 104; English 250, Writing Across the Curriculum; English 300A, Advanced Rhetoric and Composition; English 302, Fiction Writing; English 302, Creative Non-Fiction.

**Education**

*Master of Fine Arts, Creative Writing* – emphasis on Fiction & Creative Non-Fiction

Southern Illinois University at Carbondale, Carbondale, IL

*Bachelor of Arts, English*

Southern Illinois University at Carbondale, Carbondale, IL

**References**

Available on request