

Jessica Lynn

jessicalynn33@gmail.com — 973-580-5914 — [Portfolio Link](#) — [Rareatives Website](#)

SELECTED EXPERIENCE

Head Editor & Director of Client Relations — July 2018 - Present

Homework Doctors

- Contribute to continued company growth through increasing revenue and client satisfaction.
- Manage team of 5+ tutors to facilitate a supportive, intensive, and non-judgmental learning environment for middle school, high school, and college students.
- Provide clear guidance to parents during middle school, high school, and college application process. Create annual guide on tips and strategies to optimize application strength.
- Prepare senior college students for job market through resume and cover letter assistance.

Founder & Head Writer — November 2024 - Present

Rareatives.com

- Founded rare disease-specific website to amplify patient/family voices within the community. Interview rare disease patients/families, pharmaceutical companies, biotechs, and researchers for profile pieces.
- Achieved over 1,000 views and 650 unique viewers in first month online.
- Chosen to speak at 2025 MSMDS Conference by ACTA2 Alliance based on contributions to patient community.

Reoptimization Editor — July 2024 – Present [Indefinite Hold]

247WallSt.com/Flywheel Publishing

- Strategically reoptimized existing articles through enhanced ledes and titles. Collaborated with editorial team to ensure content accuracy, consistency, and alignment with brand voice.
- Ensured compliance with visual content guidelines by selecting photos with optimal relevance.
- Used white hat SEO practices and keyword research to significantly improve website traffic. Contributed at least one “viral” article within first month in position.

Content & Community Manager — March 2020 – August 2024

Patient Worthy

- Improved website traffic by 200% in two-year period through writing compelling articles, profile pieces on rare disease families/researchers, and branded content for pharmaceutical clients. Was told by researcher that ZMYM2 article had most comprehensive information on disease he had found.
- Chosen by advocacy groups to lead workshops/sessions on storytelling at Seattle Rare Disease Fair (2022) and PBCers Patient Education Conference (2024).
- Increased social media (X, Instagram) following and engagement by 154% with \$0 ad budget.
- Developed strategic partnerships with advocacy organizations such as Sturge-Weber Foundation.
- Interviewed NFL players, celebrities, and television stars for resonant disease-related content.

Digital Marketing & Communications Manager — August 2017 – June 2018

Classic Travel & Tours

- Developed leisure travel-specific website on WordPress to increase clientele and reach. Researched and wrote targeted blog posts and articles to drive traffic to website and bookings.
- Created newsletter for corporate clients. Improved email open rate to 22%.

EDUCATION

Virginia Commonwealth University — Bachelor of Arts (English) May 2014 — Graduated Cum Laude

SKILLS

Writing & Language Skills: Content Writing, Creative Writing, Copywriting, Proofreading, Editing, Workshopping, Beginner French Knowledge

Technical Skills: Brand Development, SEO, Social Media Content Creation and Direction, Digital Marketing, WordPress, Social Media Strategy and Analytics, Adobe Creative Suite, Research, Audience Engagement Techniques