

## **Jennifer Myers**

Milford, DE

Detail-oriented content writer with 25 years of experience developing print and digital content for public relations, marketing and internal communications fields. Proficient in content development, storytelling, editing, proofreading, and content management.

### **Skills**

- Writing
- Editing
- Proofreading
- Storytelling
- Content Development
- Content Management
- Search Engine Optimization
- AP Style
- Multitasking
- Critical Thinking
- Collaborative Environment
- Customer Experience

### **Work Experience**

#### **Marketing Specialist**

Bayhealth – Dover, DE

08/2016 to 02/2023

- Created compelling content, including patient stories, staff spotlights, health and wellness blogs, press releases, and social media posts, that enhanced awareness of services.
- Produced patient handbooks, brochures/flyers and annual reports by using my expertise in project management and collaboration with internal customers, designers and outside contractors that met or exceeded expectations and timelines.
- Developed and executed marketing communications plans that publicized annual health awareness campaigns, new or modified services and programs, and special events.
- Wrote and copyedited content for internal communications vehicles, including newsletters, emails/E-newsletters, flyers, and the intranet/internal social media platform, that informed staff about a variety of topics ranging from important HR and benefits information to awards and recognition.
- Published internal communications content daily by using a content management system and a marketing automation platform to send emails to staff.

- Assisted with the production of videos to educate patients and staff by reviewing scripts, coordinating and attending video shoots, and completing post-production review and distribution.
- Supported multiple events that the organization hosted and/or sponsored by helping staff them and transporting materials such as giveaways.

### **Senior Online Writer/Editor; Content Producer; Editor of Premium Development**

Healthy Directions – Bethesda, MD

12/2009 to 03/2016

- Wrote, revamped, and optimized articles and blogs that drove consistent and significant growth in website traffic, promoted brand awareness, and enhanced customer experience and engagement.
- Published articles and blogs using a content management system.
- Produced E-newsletter content that increased customer engagement and revenue.
- Developed content for additional media, including customer onboarding emails, infographics, special reports, fact sheets, and press releases, which supported marketing efforts such as lead generation and nurture, brand awareness, and customer acquisition and retention.
- Worked closely with internal creative/graphic design and marketing teams, and as necessary, external colleagues, to create and deliver final content pieces in accordance with expectations and timelines.
- Served as Editor of Dr. Julian Whitaker's Health & Healing, a monthly alternative health newsletter (06/2010–11/2012).

### **Independent Business Owner and Writer and Editor**

Morillon Editorial Services – McLeansville, NC

07/2006 to 12/2009

- As an independent contractor for my preceding employer, performed many previously assigned job tasks, but with a greater focus on writing and editing.
- Trained a colleague my preceding employer hired to serve as a liaison between the company and me.

## **Additional Experience**

### **Associate Managing Editor of Premium Development**

Healthy Directions – Potomac, MD

- Wrote and edited special reports offered as purchase incentives in direct mail packages.
- Worked closely with marketing staff, graphic designers, and external colleagues to deliver reports based on customer desires and expectations.

- Assisted in the development and implementation of new procedures that streamlined workflow, enhanced productivity, and created the best final product for the customer.
- Wrote and revised content in compliance with FDA/FTC regulatory guidelines.

### **Public Relations Manager; PR Coordinator; PR Assistant; PR Intern**

Phillips International – Potomac, MD

- Managed media inquiries.
- Wrote, edited, and distributed press releases.
- Created media kits and managed a campaign for the company's 30th anniversary.
- Developed communications plan(s) related to the sale of company subsidiary(s).
- Oversaw production of annual report and company brochures, including writing and editing; design and layout; and printing and distribution.
- Managed production of monthly employee newsletter(s), including story solicitation, writing and editing; design and layout; and printing and distribution.
- Maintained and programmed content on company website and intranet site.
- Collaborated with in-house staff to design and develop an intranet site and to implement a redesign of the company website.
- Launched an online version of the employee newsletter.
- Managed and assisted with production of company videos.
- Oversaw several special projects, including implementation of company name change and production and distribution of an annual wall calendar.
- Trained and supervised Public Relations Assistant and Public Relations Intern.

### **Education**

#### **Bachelor of Arts in Journalism with a concentration in Public Relations**

University of Maryland – College Park, MD

- Dean's list
- College Park Scholar
- Golden Key National Honor Society, Member and Newsletter Editor
- Public Relations Student Society of America, Member and Newsletter Editor

### **Other Training/Volunteer Activities**

- Search Engine Optimization Training, Penton
- Dale Carnegie Course
- The United States Junior Chamber of Commerce (Jaycees), Member, Public Relations Program Manager for the Maryland Jaycees and Public Relations Director for the Frederick, MD Chapter