

PATRICK SULLIVAN

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<https://www.wordsbypatrick.com>

Health Writer ~ Editor ~ Content Director

PROFESSIONAL EXPERIENCE

Freelance Health Writer, Editor, Content Strategist June 2023 to Present
Clients include WebMD, Everyday Health, diaTribe.org, and more

WEBMD

Senior Editorial Consultant June 2023 to Present

- Work with senior directors in the WebMD Ignite division (formerly Krames)
- Act as managing editor for one of WebMD's multimillion-dollar commercial content package. Play key role in product's rebranding and new editorial vision
- Create and edit content and training for in-development medical AI chatbots
- Write patient education content, including quick turnaround news pieces

HEALTHCENTRAL CORP (Formerly REMEDY HEALTH MEDIA), New York, NY:

Enterprise health news outlet

Senior editor, HealthCentral.com January 2023 to May 2023

- Part of a high-volume, award-winning editorial team
- Assign and produce 15+ pieces of content each month on a diverse array of chronic health conditions, including rheumatoid arthritis, heart disease, multiple sclerosis, ankylosing spondylitis, asthma, psoriasis, and more
- Perform keyword and competitor research
- Edit toward readability, accuracy, and on-page SEO best practices
- Select content and write copy for bimonthly chronic pain newsletter

Executive editor, content director, SpineUniverse.com

and Patient.PracticalPainManagement.com March 2020 to December 2022

- More than doubled SpineUniverse organic traffic in first six months and kept a sustainably high readership (1 million+ per month) throughout the life of the brand
- Created and assigned relevant article topics, develop creative briefs with outlines, SEO keywords and sources
- Created content for two separate audiences: Patients and physicians
- Edited freelancers' articles to create more engaging articles that follow SEO and editorial best practices
- Oversaw the production of two newsletters with tens of thousands of subscribers and industry-average-or-better open rates
- Pitched and produced client campaign that was renewed for two year
- Part of a team that oversaw and managed migration of SpineUniverse and PPM to new servers and a new content management system
- Maintained social media presence for both brands
- Worked closely with Sales, SEO, and Editorial Operations departments
- Overhauled key content pillars for migration to their new home at HealthCentral.com upon sunseting of SpineUniverse and PPM brands

POINTS GROUP, Florham Park, NJ
Boutique medical marketing agency

November 2017 to Feb 2020

Senior content strategist

- Directed content strategy for all clients, including the largest orthopedic surgery practice in New Jersey
- Managed team of freelance and part-time writers to execute content strategy
- Oversaw creation of content briefs
- Wrote, assigned, and edited content projects
- Performed keyword and competitive research for client domains and individual websites to inform and direct content strategy
- Performed SEO and UX website audits using a variety of tools and techniques
- Work closely with design, PPC, social media and account management teams to shape holistic marketing strategy for clients
- Published internal newsletter of curated medical news

SHARECARE, Jersey City, NJ

July 2015 to September 2017

Enterprise health news outlet

Content Producer / Associate Editor

- Interviewed nationally and internationally renowned doctors and researchers to develop content
- Stay abreast of current research and translated complex scientific data into relatable and engaging prose
- Contract with two major hospital chains to create website, email and newsletter content
- Craft subject matter in a variety of media formats including articles, slideshows and quizzes
- Pitched relevant articles to editorial management based on current trends and breaking news
- Crafted social media and newsletter copy

THE NONPROFIT TIMES, Morris Plains, NJ

Feb 2012 to July 2015

Trade magazine serving charitable industry

Staff Writer

- Wrote articles ranging from 500 word briefs to 3,000 word features on topics such as digital analytics, direct marketing, non-profit technology, social media, volunteering, breaking news, fundraising, management, cause marketing, higher education and other subjects relevant to nonprofit executives
- Wrote for a sophisticated audience of executive directors, development directors, marketing and technology officers at public charities, private foundations and higher education institutions
- Interviewed executives and staff at national nonprofits and service providers; conducted research in scholarly journals for content
- Provided deadline-driven live coverage of special events including conferences and trade shows
- Copy edit every print edition.

FREELANCE WRITER & EDITOR

Aug 2009 to Feb 2012

Wrote short-form content for print and online publications on sports, business, music, tech, and local news. Subcontracted as a copywriter and line editor for various book projects for Union Square & Co (formerly Sterling Publishing). Provided copy editing and line editing services for self-published authors

EDUCATION

B.A. in English, Writing Concentration, KEAN UNIVERSITY – Union, NJ, (Summa Cum Laude) - 2009

TECHNOLOGY / SOFTWARE

- Google Analytics
- Adobe Analytics
- Ahrefs, SEMRush, Screaming Frog
- Adobe Lightroom

- Adobe Photoshop
- Wordpress, Drupal, and enterprise CMS platforms