Lynne S. Goldman

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CONTENT STRATEGIST | WRITER | RESEARCHER | HR & WORKFORCE EXPERT

Experienced content strategist, writer and researcher with a background spanning human resources, organizational development, business and digital publishing. Specializes in developing B2B content and thought leadership that translates complex HR, workforce, technology and business issues into clear, credible content for executive and professional audiences. Combines deep HR expertise with strong interviewing, reporting, research and editorial skills and more than 20 years of professional writing experience and 30 years of organizational development and consulting experience.

CORE EXPERTISE

Content Strategy | B2B Content Marketing | Thought Leadership | Executive Communications | Executive Interviews | Research & Analysis | Qualitative Research | White Papers & Research Reports | Case Studies | HR & Workforce Content | Business Writing | Editorial Strategy | Writing & Editing | Organizational Development

PROFESSIONAL EXPERIENCE

Independent Content Strategist, Writer & Researcher
Wycombe, PA | 2005–Present

Develops content strategy and editorial programs for B2B and B2C organizations, marketing teams and publications across human resources, workforce management, technology, insurance, healthcare, telecommunications, pharmaceuticals and general business.

- Develops thought leadership, white papers, research reports, case studies, executive articles, blog posts and other content marketing materials.
- Interviews executives and subject-matter experts to develop original content and identify compelling business insights.
- Researches complex business, technology and workforce topics and translate them into clear, accessible content for targeted audiences.
- Provides editorial strategy, messaging development, writing, editing and content refinement from initial concept through final publication.
- Partners with marketing teams, executives, researchers and subject-matter experts to develop content ranging from individual articles to larger thought leadership programs, adapting voice, messaging and depth to different audiences and channels.

Bucks County Taste
Wycombe, PA | **Publisher & Editor** | 2008–2018

Founded and operated an independent digital publication covering the food, agriculture and hospitality community in Bucks County, Pennsylvania.

- Built the publication from the ground up, generating nearly 3 million page views and developing a strong audience throughout the Philadelphia-to-New York region.
- Reported and wrote original stories several times a week, including interviews with farmers, chefs, restaurateurs, producers and other local business owners.
- Built and managed an email newsletter reaching more than 3,000 subscribers, with open rates exceeding 25%, while developing social media audiences and relationships with businesses and community organizations.
- Managed editorial contributors, assignments and digital publication through WordPress, including photography and graphic design.

Merit Career Development
Wayne, PA | **Marketing Manager** | 2013–2015

Supported sales and marketing for a career development and training organization.

- Developed marketing content, email campaigns and promotional materials and provided copy editing and editorial support.
- Managed social media content and engagement and designed training programs and supporting materials.

ORGANIZATIONAL DEVELOPMENT & HR CONSULTING EXPERIENCE

Consultant & Trainer
Wycombe, PA | 1995–2008
Provided organizational development consulting, training and team effectiveness services to small and midsize organizations.

Simmons Associates, Inc.
New Hope, PA | **Senior Consultant** | 1998–2004
Consulted with Fortune 100 and Fortune 500 organizations through a leading diversity and human resource management firm.

- Conducted client surveys and focus groups, analyzed findings and translated data into actionable recommendations.
- Managed client relationships, projects and customized organizational development interventions.
- Designed training programs, online courses, facilitator materials and Train-the-Trainer programs.
- Facilitated programs for approximately 1,000 participants annually, consistently achieving average evaluation scores of 4.4 or higher on a 5-point scale.

EDUCATION

Teachers College, Columbia University — M.A., Organizational Psychology
Concentration: Organizational Development & Consulting
Brandeis University — B.A., Psychology & Sociology, cum laude