

Lynne S. Goldman

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Skill Set:

- Content Marketing
- Writing and editing
- Reporting and interviewing
- Research and analytics
- Learning and development
- Social media

Professional Writing & Marketing Experience

Free-lance Writer, Wycombe, PA

2005 – present

Written and edited articles, case studies, white papers, blog posts and content marketing for business, magazines, and websites, as well as content for social media in both B2B and B2C space. Topics covering general business, human resources, insurance, telecommunications, pharmaceutical, healthcare and lifestyle. Please [click here](#) to view my online portfolio.

Bucks County Taste, Wycombe, PA
Publisher/Editor

2008 – 2018

Founded and established www.BucksCountyTaste.com, a website about local food in Bucks County, Penn., including local farms, markets, growers/producers, restaurants, wineries and bars. The site generated almost 3 million-page views, attracting readers from Philadelphia to New York City, with strong followings on social media. In this context, I have done the following:

- Reported and wrote original content (several posts per week) using WordPress platform
- Twice-weekly newsletter to over 3,000 subscribers (open rates over 25%)
- Managed Bucks County Taste Facebook, Twitter, Instagram, and Pinterest pages, including publishing content and managing connections to other businesses and organizations (building a social media network)
- Managed and edited content from contributors
- Graphic design and photography, specifically for the web environment

Merit Career Development, Wayne, PA
Marketing Manager

2013 – 2015

Supported the sales function, promoted Merit's products and services, and designed training programs. This included: writing content, copy editing, social media, and email marketing.

Human Resource Development Experience

Over twenty years' experience in organizational development consulting, teambuilding and training for Fortune 100, government, and non-profit clients. Experienced in project management, data analysis, facilitation and training at all levels, instructional design, and organization development intervention.

Primary Industry Experience: Pharmaceutical, Financial Services, Consumer Products, Retail, Manufacturing.

Consultant and Trainer, Wycombe, PA

1995 – 2008

Consultant and trainer for small to medium size organizations. Specialize in team effectiveness, organizational development, and diversity topics.

Simmons Associates, Inc., New Hope, PA

1998 – 2004

Senior Consultant

For this industry-leading Diversity and Human Resource Management organization, worked with Fortune 100 and Fortune 500 clients to implement diversity strategies and achieve deeper understanding of diversity-related issues.

- Conducted client surveys and focus groups and analyzed and summarized data.
- Managed client accounts, including key relationships. Created new or custom program designs, interventions, and management of projects.
- Managed large-scale internal projects, including material development, online courses, process improvement and Train-the-Trainer Manuals. Conducted Train-the-Trainer programs for both clients and Simmons' consultants.
- Oversaw development of new training programs and customization of current programs, including design, material development and graphic design for print and presentation materials.
- Conducted and facilitated diversity training sessions for approximately 1,000 participants per year, with an average training evaluation score of 4.4 or higher (on a scale of 1 – 5).

Education

Teachers College, Columbia University, New York, N.Y.: Master's Degree in Organizational Psychology. Concentration in Organizational Development and Consulting.

Brandeis University, Waltham, Mass.: Bachelor's Degree in Psychology and Sociology, awarded cum laude.

Certifications

Myers-Briggs Type Indicator
Behavioral Interviewing by Paul Green, Ph.D.

References available on request.