

WENDY PORTER LYNN

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CONTENT WRITER AND EDITOR

SKILLS

Digital Content Creation / Writing / Editing / Copywriting / Marketing Copywriting / Ghostwriting / Scripts / Proposals / Articles / Social Media Content / Blogging / Press Releases / SME Interviews / Brand Promotion / B2B / B2C / Background Research / Search Engine Optimization (SEO) / Associated Press Style / AMA Style / Creative Team Collaboration / Project Management / Communications Planning / Web Content Management / CMS

Microsoft Office: Word, Excel, PowerPoint, Outlook, Publisher / Microsoft Visio / Microsoft SharePoint / Adobe Photoshop / Google Docs / Google Drive / Google Calendar / Dropbox / WordPress

EDUCATION

**Northeastern University
Boston, MA**

*Post-Baccalaureate Coursework:
Corporate and Organizational
Communications*

**University of Houston
Houston, TX**

*Bachelor of Fine Arts - Sociology
Cum Laude Graduate, Dean's List
Golden Key International Honour Society*

PROFESSIONAL DEVELOPMENT

- ❖ **Ragan Communications:** Employee Communications, Writing, Editing, Headlines, SEO, Interviews
- ❖ **IABC:** Branding, Marketing, Employee Engagement

MEMBERSHIPS

- ❖ The American Society of Professional Copywriters
- ❖ Editorial Freelancers Association

EXPERIENCE

CONTENT WRITER AND EDITOR

Freelance • Houston, TX • Dec. 2012-Present

- ❖ **Developed expansive portfolio of high-profile clients**, including Texas Children's Hospital, University of Houston (Main Campus and Downtown), Shell Oil, HCA Houston Healthcare West and Houston Community College.
- ❖ **Researched, developed and created proposals** that generated more than \$10M in FY19 donations for Texas Children's Hospital Office of Philanthropy.
- ❖ **Created, refreshed and SEO-optimized a dozen sites** during the University of Houston-Downtown's Website Relaunch Project.
- ❖ **Composed and edited website content for clients** of Firmidible, "the nation's best legal marketing agency."
- ❖ **Crafted marketing advertisements** using job descriptions to increase applications 15% for Houston Community College-Central Campus Division of Human Resources.

CONTENT STRATEGIST, WRITER AND EDITOR

*The University of Texas MD Anderson Cancer Center
Division of Nursing*

Houston, TX • Jul. 2005-Dec. 2012

- ❖ **Created, implemented and managed multi-channel communications program** for a 4,000-employee division, incorporating various print and digital platforms to deliver pertinent information to staff at all levels.
- ❖ **Composed, edited and produced division publications**, including annual report, biweekly digital newsletter and features magazine.
- ❖ **Managed web content** for all internal and external division sites and assisted departments with building new sites.
- ❖ **Advised project leaders** on communications plans, cultivated pathways with ancillary service lines and developed executive change-management messaging.

TECHNICAL EDITOR

*The University of Texas MD Anderson Cancer Center
Division of Surgery*

Houston, TX • Oct. 2000-Jun. 2005

Edited surgical manuscripts for grammar, spelling, readability, flow and compliance with AMA and publishing house editorial guidelines.