

WENDY PORTER LYNN

MARKETING COPYWRITER | EDITOR

WEB CONTENT MANAGER

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SUMMARY

Creative, collaborative and client-focused communications professional. Specialties: driving projects, meeting aggressive deadlines and achieving business goals through well branded, precisely targeted messaging.

SKILLS

Writing / Editing	Publications	Web Content Management	Program Management
Associated Press Style	Editorial Calendars	Creative Team Leadership	Press Releases
Brand Storytelling	Feature Writing	B2B / B2C	Communications Plans
SEO Writing	Content Development	Brochures / Ads	Social Media
Microsoft Office	Word	Excel	PowerPoint
Publisher	Outlook	Visio	Google Docs
SharePoint	Adobe Photoshop	WordPress	Web CMS

EXPERIENCE

Marketing Copywriter | Web Content Manager (Contract)

Jan. 2014-P

Houston, TX

Work with organizations in various industries - from higher education to the energy sector, and from healthcare to human resources - to create engaging and successful external marketing campaigns and internal communications plans with accompanying print and digital collateral. Projects include:

- **Writing branded content for digital and print** newsletters; annual reports; event advertisements; programs; web pages; recruitment collateral; press releases; white papers; conference brochures; banner ads; and direct mailings
- **Creating strategic communications plans** aimed at raising internal or external awareness and engagement, increasing customer follow-through (student enrollment, candidate applications, sales), fostering new business partnerships and supporting development efforts
- **Managing multiple campaigns** across various social media platforms
- **Creating editorial and event calendars**
- **Auditing websites** for functionality, taxonomy, SEO and compliance with company brand, Associated Press, and web, style and editorial standards, and proposing recommendations for improvement

Program Manager, Division Websites & Publications

Jul. 2005-Oct. 2013

Nursing Workforce Planning & Development
The University of Texas MD Anderson Cancer Center
Houston, TX

- **Led a 4,000-employee division's first-ever communications program** in collaboration with organizational Communications, Marketing and Information Technology teams.
- **Launched, wrote and edited division publications:**
 - biweekly e-newsletter (approx. 40 articles per month, readership 5,500)
 - quarterly, features-style e-magazine (8 pages)
 - annual report (approx. 30 pages)
 - articles for external publications
- **Collaborated with graphic designers and photographers** on publications, directing photo shoots, designs and layouts.
- **Advertised, promoted and educated staff on division initiatives and events** by developing strategic communications plans and producing content for multiple platforms (web, print, email, graphics, video and town hall events).
- **Raised quality and timeliness of division project outcomes** by forming events and publications team to eliminate redundancies, increase efficiency. Created master events and editorial calendar; developed and reconciled divisional communications program budget.
- **Increased interdisciplinary professional staff attendance at divisional town hall events**, surpassing attendance numbers for similar institutional-level events.

Scientific Manuscript Editor

Oct. 2000-Jun. 2005

Department of Thoracic and Cardiovascular Surgery
The University of Texas MD Anderson Cancer Center
Houston, TX

Increased publishing rate of tenured professor of thoracic and cardiovascular surgery by editing manuscripts, submitting them to peer-reviewed journals and publishing houses, and working with editors until articles and book chapters published.

EDUCATION

AMA Professional Certified Marketer (PCM), *In Progress 2018*

AMA-approved Learning Path from LinkedIn Learning (20 courses, 46 hours)

Post-graduate Courses, Organizational Communications (Public Relations Track)

Two semesters, GPA 4.0
Northeastern University
Boston, MA

Bachelor of Fine Arts / Sociology

University of Houston
Houston, TX