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DANA WEIDIG

PORTFOLIO: <https://dmweidig.journoportfolio.com>

SUMMARY

Content Strategist, Writer, and Editor with more than 15 years experience creating and distributing content for prestigious health organizations, including the Children's Hospital of Philadelphia and its partners. My specialty is finding and telling engaging stories that meet the audience where they are with information that is reliable, actionable, and easy to understand.

EXPERIENCE

Children's Hospital of Philadelphia

Outreach Manager, Center for Autism Research (CAR) | SEPTEMBER 2015 - PRESENT

As the content and communications leader at CHOP's internationally renowned autism research center, I direct and develop a wide-ranging suite of media to inform and inspire individuals and families affected by autism, as well as the professionals who support them.

- Direct long-form editorial, audiovisual, email, and social media content.
- Develop and edit content for two websites, averaging 200K unique monthly visitors.
 - Led a two-pronged content overhaul strategy to increase the frequency of new content and adopt a narrative tone, which resulted in a 21% increase in email subscriptions, 150% increase in website traffic, and 200% jump in social media followers.
- Produce and distribute monthly e-newsletter reaching more than 20,000 subscribers.
- Contribute by-lined articles for CAR and CHOP websites, *Penn News Today*, *Behavioral Health News*, and *Autism Spectrum News*, using interviews with families to weave a story around the research.
- Co-lead two annual events hosted by the Philadelphia Eagles and CHOP at Lincoln Financial Field: Huddle Up for Autism and Eagles Autism Challenge.

Senior Public Relations Specialist/ Media Relations Specialist | MAY 2005 - AUGUST 2015

Managed and created strategic communications and public relations for the multiple programs of the top-ranked Children's Hospital of Philadelphia Research Institute.

- Collaborated with medical experts and national and local media to pitch and develop compelling news stories for TV, radio, newspaper, long-form and online news stories.
- Honed the ability to quickly engage expert sources and patient families, conduct background interviews and package story outlines on media deadlines.
- Ghostwriter of more than a dozen articles on behalf of CHOP researchers, published on Medscape.com, the *Philadelphia Inquirer*, and PsychCentral.
- Media highlights include:
 - *People Magazine* two-part Medical Mystery series

- NPR feature on interrupting the long-term health effects of childhood trauma
- *USA Today* feature on brain imaging to detect early signs of autism in infants
- PBS 3-part documentary series on a breakthrough fetal surgery for spina bifida
- *The New York Times* / Frontline collaboration on dietary supplements

Dorland Global Health Communications

Public Relations Account Executive | OCTOBER 2003 - MAY 2005

Managed the day-to-day needs for pharmaceutical client accounts including Procter & Gamble, Cephalon, and VISX.

- Collaborated with clients from concept to launch of nationwide print, radio, TV, web, and social-media campaigns that routinely exceeded client expectations.
- Successfully managed all aspects of PR campaigns including writing of press releases and uniquely marketing to local outlets.
- Managed production of annual media highlights reel videos delivered to clients.

WXPN-FM

News Intern | MAY 2000 - SEPTEMBER 2000

Supported the News Director in researching, writing, and producing the daily morning news segments and special features.

- Wrote copy for four hourly news segments during the XPN morning show.
- Delivered on-air reports of cultural events.
- Attended and produced a special series on the Republican National Convention.

OTHER EXPERIENCE

RAJA YOGA

Registered Yoga Instructor | JUNE 2018- PRESENT

Teach weekly hatha yoga classes for all levels, with a focus on accessible alignment and stress management tools.

MIGHTY WRITERS

Mentor | January 2017 - PRESENT

Offer academic and social mentorship for a student with behavioral and learning challenges, including weekly after school sessions and occasional cultural outings and activities.

NEIGHBORHOOD GARDENS TRUST

Secretary and Public Relations Volunteer | June 2016- PRESENT

Manage publicity for activities and help with event planning, garden maintenance at the Concert Garden in South Philadelphia.

EDUCATION

STATE UNIVERSITY OF NEW YORK, Plattsburgh & RUSSELL SAGE COLLEGE, Troy, NY
B.A., English Literature and Journalism

Honors: summa cum laude

Editor, Saranac Review Literary Magazine and Russell Sage Review Literary Magazine