

# LISA MARLIN

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[LISAMARLIN.COM/PORTFOLIO](http://LISAMARLIN.COM/PORTFOLIO)

## WRITER

### CONTENT MARKETING STRATEGIES, MARKETING CAMPAIGNS, MARKETING PLANS DEVELOPMENT

*Known for efficiently tackling heavy workloads and meeting challenging deadlines.*

Driven and highly skilled professional with extensive marketing and copywriting experience, as well as proven success in writing creative and engaging articles on diverse topics. Demonstrates expertise in creatively presenting stories through compelling online marketing content that adheres to best practices and aligns with a brand's strategy. Maintains a deep passion for telling brand stories to educate audiences. Highly familiar with the best trends in SEO, site development, and social media marketing. Key strengths are in attention to detail coupled with the ability to manage people's expectations in high-pressure environments. Aims for a challenging position as a marketing writer where prior experience and skills can be utilized.

#### Areas of Expertise

Content Writing • Marketing • Storytelling • Editing & Proofreading  
Marketing Collateral • Press Releases • News Articles & Brochures • Brand Awareness  
Content Management Systems • Web & Print Content Development • Qualitative & Quantitative Research  
Project Management • Customer Research • Lead Generation • Promotional Posts Creation  
Digital Marketing Trends • Commercial Acumen • Print & Radio Advertisements

## PROFESSIONAL EXPERIENCE

PRIVAPLAN ASSOCIATES, INC. – Santa Fe, NM

January 2016 – Present

#### Writer/Editor (Contract)

- Increases digital footprint and awareness by devising an effective content strategy to produce high-quality blog post content on relevant health and IT subjects for the company website.
- Empowers potential/current customers by providing information of relevant news that affects healthcare entities by creating attention-grabbing headlines and expertly crafting articles.
- Addresses gaps in company's existing content by identifying customer needs and recommending content improvements.

EATING RECOVERY CENTER – Denver, CO

September 2021 – April 2022

#### Senior Writer

- Collaborated with marketing, sales, and clinical partners to create engaging, compelling content across marketing channels.
- Managed development of organization's first ever content style guide to adhere to brand voice.
- Created content for B2B email campaigns, including monthly regional e-newsletters and new program launches.
- Wrote B2B and B2C blog posts to support clinical staff as well as prospective, current, and former referents, patients, and families.
- Wrote bios for clinical hires and updated existing bios.
- Collaborated with clinical leaders to define key messaging points and developed content from concept to publication, including white papers and website articles.
- Effectively researched complex topics and interviewed thought leadership and clinical staff.
- Crafted interesting and well-researched web and social media content to drive traffic and engage site visitors.

NATIONAL JEWISH HEALTH, PROFESSIONAL EDUCATION – Denver, CO

December 2013 – August 2021

#### Marketing Specialist

- Launched a new Twitter Channel for effective promotion of programs and other educational offerings delivered by world-renowned respiratory disease physicians and researchers.

- Contributed extensively to the expansion of department that resulted in doubling the amount of continuing medical education programs on an annual basis since 2013.
- Leveraged solid expertise in Adobe and web development software for successful enhancement of department webpages design with a focus on event and registration pages.
- Created design concepts for marketing materials of more than 20 courses in various stages and consults with multiple vendors, including printshops, list providers, conference managers, and digital media companies.
- Composed press releases for department awards and program announcements in addition to social media posts while managing event pages, calendar, online registration forms, and outcomes reports posting.
- Conducted data analysis of webpages, email campaigns, registrants, and final attendee results.

SAN LUIS VALLEY HEALTH – Alamosa, CO

February 2007 – December 2013

#### **Marketing Assistant**

- Contributed expertise towards creating marketing and design strategies for specific campaigns while creating and distributing press releases based on critical and time-sensitive events.
- Facilitated the development of effective marketing strategies and produced content for monthly employee and quarterly foundation newsletters, as well as department-specific newsletters and special event fliers.
- Maximized reach of medical providers and services by creating print and radio advertisements, news articles, brochures, and billboards for the target audience.
- Composed news articles to introduce new medical staff in the community and executed a successful marketing campaign for the organization's largest annual fundraiser.
- Designed a new organization logo and promotional materials for the consolidation of two hospitals and five clinics.

*Additional Experience: Reporter at Valley Courier, Alamosa, CO (2005 – 2007)*

*Communications Coordinator at First Presbyterian Church of Dallas, TX (2001 – 2005)*

## **AWARDS**

**Scholarship Contest Award at the Rocky Mountain  
Chapter of the Society of Children's Book Writers and Illustrators 2010 Letters & Lines Fall Conference  
Shows Great Promise Award at the 2008 Colorado Christian Writers Conference  
First Place, Education Category, with the Colorado Press Association, 2006  
Chronicle Essay Winner in Writer's Digest Magazine, 2003**

## **ARTICLES PUBLISHED**

**Writer's Digest Magazine, Chicken Soup for the Soul, Purple Clover, SheWrites, HuffPost, Glendale Cherry Creek Chronicle, Humorwriters.org – the online publication of the Erma Bombeck Writer's Workshop, Dallas Morning News, Dallas Child Magazine, The Denver Post, Valley Courier, Colorado Medicine**

For More: [LisaMarlin.com/Portfolio](http://LisaMarlin.com/Portfolio)

## **EDUCATION**

**UNIVERSITY OF TEXAS, AUSTIN, TX  
Bachelor of Journalism**