

# John Connolly

Jamison, PA 18929

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## CONTENT MARKETING PROFESSIONAL

Published Author || Blogger || Team Manager

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### SUMMARY

Senior level professional with over ten years of demonstrated experience in the marketing, communications, and public relations fields. Expert on the financial and medical/pharmaceutical and digital marketing industries. Skilled in writing, editing, proofreading and managing a suite of marketing products for sales teams. Expert at creating and executing ideas that deliver results while constantly striving to exceed my objectives.

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### CORE COMPETENCIES

- Digital Marketing experience
  - Financial Writer/Published Author
  - Social Media Builder
  - Blogger
  - Content Writing
  - Website writer
  - Marketing Strategy experience
  - Editing/Proofreading
  - Team Manager
  - Microsoft Office and Publisher
  - Adobe user
  - Copywriting/Editing
  - Work with Deadlines
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### NOTEWORTHY ACCOMPLISHMENTS

- Managed a staff of six as Executive Editor of a manufacturing/software publication that brought in over \$3 million in annual advertising revenue
  - Developed marketing communications materials for million-dollar companies, including websites, sales brochures, spread sheets, direct mail, print advertising, and tradeshow graphics
  - Managed tradeshow programs, including development and production of new exhibits and materials. Collaborated with sales teams to plan and implement open houses and grand openings, mailings, and other marketing initiatives
  - Won Society of Professional Journalists Mark of Excellence Collegiate Award, 1993
  - Won APEX Award for Medical Writing Excellence, 1998
  - Authored and published financial book focusing on safe havens for retirement savings
  - Wrote for a weekly financial radio show featured on CBS-AM Radio WPHT-Philadelphia
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### PROFESSIONAL EXPERIENCE

#### CONTRACT PROOFING AND WRITING EDITOR

**United Healthcare** – *Horsham PA*

*Present*

- Researched, proofed, edited and re-wrote all medical marketing materials for the entire company from the new At Your Best Medicare campaign to the company handbook.
- Coordinated all work with the various departments to ensure accuracy and timeliness of material delivery.
- Covered medical topics such as diabetes and the treatments and devices being developed to combat the disease.

#### DIGITAL MARKETING WRITER

**Sunspire Health Rehabilitation Systems**—*Horsham, PA*

*May 2018-May 2019*

- Researched, wrote and edited medical materials for four separate Sunspire websites
- Managed material for the company's websites in Hilton Head, S.C., Palm Springs, CA., Spring Hill, Mass., and Princeton, TX.
- Coordinated closely with Medical Directors as well as the company's Digital Marketing Supervisor.

## **MARKETING EDITOR**

**Merrill Lynch-Bank of America—Pennington, NJ**

**October 2017-April 2018**

- Edited materials for Merrill Lynch—Bank of America executives, wealth management and banking advisors
- Multi-tasked on several projects that had tight deadlines and required extensive proofing and editing
- Worked with writers to create workable and compelling text for publication on company website, advisor newsletters and company mailings
- Worked on articles that covered brokerage deposits, mortgages and online-mobile banking
- Six-month contract position.
- Helped executives write letters to clients as well as customers, helping craft the letters from beginning to end.

## **CONTRACT DIGITAL WRITER**

**Consumer Affairs – Lake Tahoe, NV**

**August 2016-October 2017**

- Balanced creative, well-written content, headlines, page titles, etc., with search engine optimized (SEO) text to ensure effectiveness of online marketing strategies
- Wrote compelling, engaging copy for all new business projects and maintained Consumer Affairs company websites using a content management system
- Utilized extensive web copy knowledge as the go-to expert on content design and content creation for varied new projects and articles
- Implemented a content strategy for Corporate Communications that encompassed a focus on the user experience, SEO tactics, UI design and digital marketing

## **DIGITAL CONTENT WRITER**

**SEMrush - Trevoise, PA**

**December 2015-August 2016**

- Developed a solid network of digital marketing experts and digital software companies to widen spectrum of information presented
- Incorporated SEO keywords and tags into copy for websites to ensure customers' sites would be found by major search engines
- Reviewed and reported on department processes and documentation to recommend efficiency improvements to senior management
- Lead process coordination project to improve communication with overseas graphic artists
- Wrote, edited, researched, and interviewed SEO marketing and software designer firms and social media outlets
- Responsible for writing white papers, blogs, articles and case studies that promote SEMrush software
- Multifunctional role with teams spanning the globe

## **MARKETING ASSISTANT**

**Senior Safety Net Financial - Allentown, PA**

**April 2013-July 2016**

- Collaborated with other administrative team members on special projects and seminars
- Successfully marketed company to Philadelphia area newspaper, radio and TV media
- Assisted CEO and COO in writing book for retirees about safe investment havens
- Got company website up and running with connections to various other investment firms
- Prepared standard and routine reports, presentations, letters and meeting agendas
- Increased production 40% by proofreading and editing marketing materials

## **FINANCIAL EDITOR**

**Retirement Media - Philadelphia, PA**

**February 2012-March 2013**

- Helped arrange on-air appearances of financial experts for weekend radio show on CBS-AM, which averaged 10,000 listeners
- Developed “Outrage of the Week” segment to alert listeners to misconduct in the financial industry
- Wrote, edited, and researched investigative financial articles that went on company website
- Monitored the NASDAQ, Standard and Poor’s, Morningstar Report and news from Wall Street

- Established relationship with local media and advertising firms to promote the show as well as the financial firm

## **TEACHER**

**Bucks County Intermediate Unit - Bucks County, PA**

**June 2006-June 2011**

- Taught reading and writing to Advanced Placement students in several school districts
- Brought my private sector experiences into the classroom that added a “real world” flavor to my lessons
- Taught Autistic students in elementary and middle school levels
- Worked in all of Bucks County’s school districts as both teacher and teacher’s aide

## **EXECUTIVE EDITOR, Time Compression Technologies**

**Communications Technologies Publishing - Doylestown, PA**

**May 2000-August 2005**

- Oversaw entire operation of magazine—from blueprint to final product
- Covered the integration of software programs—such as CAD-CAM— into the manufacturing industry
- Constantly met with staff members to present and solicit ideas, solve problems, and make final decisions on magazine content
- Attended software conferences across the country to help create interest and sell the magazine
- Met and interviewed industry researchers involved in developing the technology
- Coordinated with the sales and marketing team for advertisement
- Reviewed and validated video and audio content of advertisements

## **MEDICAL REPORTER**

**Slack Medical Publishing - Thorofare, NJ**

**March 1997-November 1999**

- Worked on two pediatric infectious disease magazines for researchers and doctors performing disease diagnosis and treatment
- Travelled throughout the country attending medical conferences covering infectious disease research and treatment
- Responsible for finding, interviewing, writing, editing, and publishing articles covering everything from the influenza pandemic to AIDS cocktail therapies for pediatric and older children with HIV/AIDS.
- Followed AMA Content Guidelines when writing articles
- Utilized knowledge of NIH regulations, applicable state and federal laws, and internal company policies
- Liaised with academics and KOLs to develop optimal publication strategy and carryout written deliverables
- Wrote and edited Clinical Study Reports and patient narratives

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## **EDUCATION**

**BACHELOR OF ARTS IN JOURNALISM**

Temple University - Philadelphia, PA

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## **AWARDS**

Temple University Alumni Award, 1994

Washington Center for Politics and Journalism Internship, 1993

Society of Professional Journalists Mark of Excellence Award, 1993

APEX Award for Medical Writing Excellence, 1998