

# PATRICK SULLIVAN

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<http://patrickssullivan.pressfolios.com>

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## *Science Writer ~ Medical Content Creator*

Accomplished professional writer with particular strengths in the medical and science arenas with expertise writing for a lay audience. Experienced content creator proficient in all areas of the writing process including research, reporting, interviewing, business writing, copy writing, editing and proofreading. Deep skills in managing writing projects across multiple disciplines and viewpoints ranging from local news outlets to consumer health content and book production. Able to hook the reader with creative content and get it in front of the right audience. Adept at monitoring consumer behavior through digital analytics to maximize conversions.

## PROFESSIONAL COMPETENCIES

- Professional Writing
- Digital Marketing
- Social Media Platforms
- Research, Interviewing, Reporting
- Business Writing & Copywriting
- SEO
- Journalism
- Data Analytics
- AP Stylebook, Chicago Manual of Style
- Deadline Driven Multitasker

## PROFESSIONAL EXPERIENCE

**SHARECARE**, Jersey City, NJ

July 2015 to Present

### *Content Producer / Associate Editor*

Sharecare is a health and wellness engagement platform providing personalized resources for anyone hoping to achieve optimal health. Sharecare's audience is middle aged people seeking ways to improve their health. Responsibilities include writing high quality, high volume health and medicine content for a non-medical audience. Content specialist in the areas of heart health, brain health, digestive health, men's health, chronic pain, oncology and opioid addiction.

### *Content Creation*

- ♦ Interview nationally and internationally renowned doctors and researchers to develop content
- ♦ Stay abreast of current research and translate complex scientific data into relatable and engaging prose
- ♦ Contract with two major hospital chains to create website, email and newsletter content
- ♦ Craft subject matter in a variety of media formats including articles, slideshows and quizzes
- ♦ Excel on a fast-paced, deadline driven, high volume creative team

### *Social Media*

- ♦ Create short, punchy social media posts to draw readers to content
- ♦ Monitor content traffic with Adobe Omniture to inform future editorial direction
- ♦ Develop content based on website, social media and email analytics
- ♦ Created hyper-relevant email content that contributed to more than 1 million website hits in one day
- ♦ Consistent producer of pieces with above average social media reach, email click through and website page views
- ♦ Research and incorporate relevant long-tail keywords on every piece for SEO

**THE NONPROFIT TIMES**, Morris Plains, NJ

Feb 2012 to July 2015

The NonProfit Times is an award-winning trade magazine serving the charitable industry. Content is targeted toward business techniques unique to the nonprofit sector.

### *Staff Writer*

- ♦ Wrote articles ranging from 500 word briefs to 3,000 word features on topics such as digital analytics, direct marketing, non-profit technology, social media, volunteering, breaking news, fundraising, management, cause marketing, higher education and other subjects relevant to nonprofit executives
- ♦ Wrote for a sophisticated audience of executive directors, development directors, marketing and technology officers at public charities, private foundations and higher education institutions
- ♦ Interviewed executives and staff at national nonprofits and service providers; conducted research in scholarly journals for content
- ♦ Provided deadline-driven live coverage of special events including conferences and trade shows
- ♦ Copy edit every print edition.

## FREELANCE WRITER & EDITOR

Aug 2009 to Feb 2012

### Articles & Blogs:

- ♦ *Black Belt* magazine (Martial arts, health)
- ♦ View on Energy Blog (Business, technology, fossil fuels, renewable energy)
- ♦ *The Suit* Magazine (Business, technology)
- ♦ Patch.com (New Jersey news)
- ♦ Fiveknuckles.com Blog (Martial arts)
- ♦ *Northeast InTune* (Music)
- ♦ *Phi Kappa Phi Forum* (Specialty magazine)

### Book Production:

- ♦ *Popular Mechanics* What Went Wrong (<http://www.sterlingpublishing.com/catalog?isbn=9781588165459>)  
Compiled two dozen *Popular Mechanics* articles, organized them into chapters, edited for continuity and wrote introductions, conclusions and bridging text for a 50,000 word book.
- ♦ *The Civil War Years* (<http://www.sterlingpublishing.com/catalog?isbn=9781402778667>)  
Cut a 400,000 word day-by-day account of the American Civil War down to 100,000 words, keeping story threads intact and editing for readability.
- ♦ *A Glass Half Full: A Cellarmaster's Journey Through Wine and Life* (<http://www.amazon.com/Glass-Half-Full-Masters-Journey/dp/1402789602>)  
Assisted an internationally-renowned wine expert write his memoirs; conducted research, wrote copy and transcribed interviews.

### Copy Editing:

- ♦ Patch.com (Business directory listings)
- ♦ *Steaming Pipe* (Kean University campus newspaper)

## EDUCATION

**M.A. in Science Writing**, JOHNS HOPKINS UNIVERSITY – Baltimore, MD, (In progress)

**B.A. in English, Writing Concentration**, KEAN UNIVERSITY – Union, NJ, (Summa Cum Laude) - 2009

## TECHNOLOGY / SOFTWARE

Google Analytics, Adobe Omniture, Lightroom, Photoshop, Wordpress, HTML

## PROFESSIONAL HIGHLIGHTS

Society of Professional Journalists Excellence in Journalism – 2<sup>nd</sup> & 3<sup>rd</sup> place winner (Magazine Reporting) – 2015  
Society of Professional Journalists Excellence in Journalism – 2<sup>nd</sup> & 3<sup>rd</sup> place winner (Magazine Reporting) – 2014  
Society of Professional Journalists Excellence in Journalism – Award winner, (State & Regional Reporting) - 2013