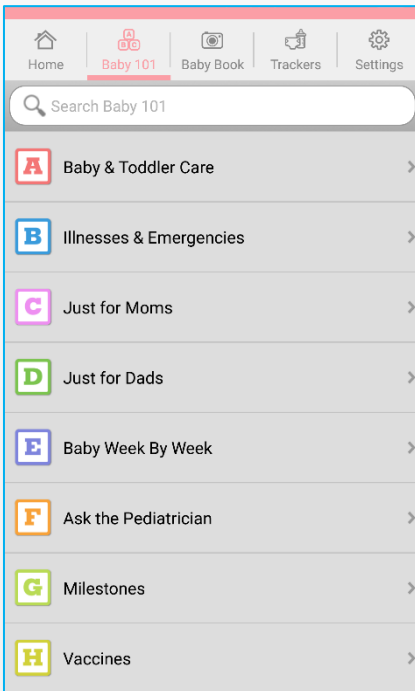
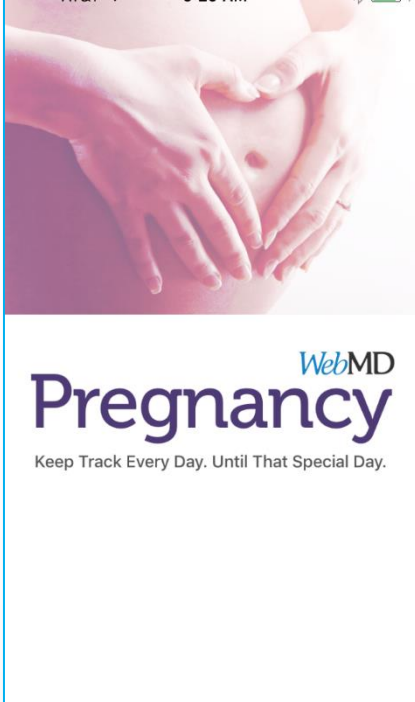


WEBMD BABY APP

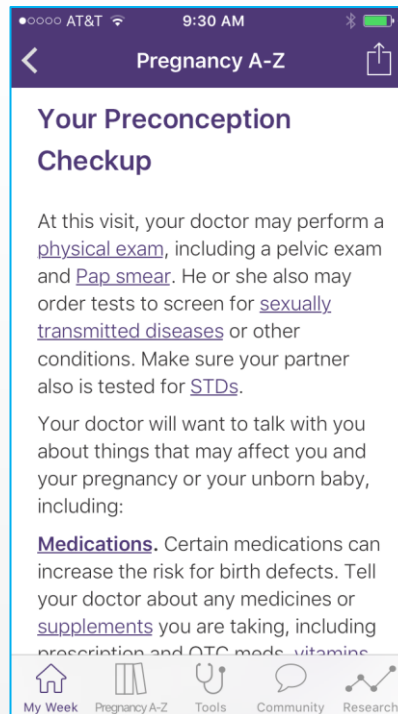
Pioneered WebMD Baby, company's first-ever wellness app. Developed content and marketing strategies. Managed cross-functional teams to deliver four+ star-rated app, earning Gold Award for best consumer mobile app by MM&M, Cribbie Award, Coolest App for New Parents as well as positive reviews from the New York Times, Apple, and Consumer Reports.

- Led content and marketing strategy
- Digital content, interactive tools and imagery creation.
- Commissioned new series of content articles; determined subject matter and content order.
- Managed all editing and QA of headlines, articles and imagery.

Work Samples: Jennifer Dyer-Herrick

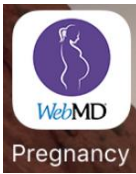


health problems, such as [high blood pressure](#), [diabetes](#), thyroid disease, or [lupus](#) can increase the risk for problems during pregnancy. If you have a chronic health condition, your doctor will want to work with you to make sure it is under control before you become pregnant.



Tips to Prepare for Pregnancy

You can do a lot in your day-to-day life to increase your chance of delivering a healthy baby. At your preconception checkup, your doctor will discuss taking steps like these beginning at least 3 months before you become pregnant:



WEBMD PREGNANCY APP

Conceptualized and executed content and marketing strategies for WebMD Pregnancy. Managed cross-functional teams to deliver four+ star-rated app.

- Led content and marketing strategy
- Digital content, interactive tools and imagery creation.
- Commissioned new series of content articles; determined subject matter and content order.
- Managed all editing and QA of headlines, articles and imagery.

Work Samples: [Jennifer Dyer-Herrick](#)