

C. Lynne Switzer

www.porchlightstories.com | (703) 705-5226 | lynne@porchlightstories.com

Storytelling ▪ Brand Strategy ▪ Feature Articles ▪ Project Management ▪ Process Improvement
Content Collection, Management & Distribution

ASSOCIATE DIRECTOR OF CONTENT/LEAD STORYTELLER *Paralyzed Veterans of America* | July 2019 – May 2025

- Led the development and execution of comprehensive strategic communications materials, including plans, social media content, emails, press releases, op-eds, media pitches, fact sheets, talking points, webpages, video scripts, quotes, speeches, brochure content, and visual direction.
- Directed end-to-end video productions, coordinating vendor partnerships, project timelines and storyboards, to develop captivating narratives and storyboards; provided clear direction to talent, vendors, and staff, ensuring projects were delivered on time, on budget, and within brand guidelines.
- Collected original content through interviews of members, staff, leaders, and internal and external stakeholders, then adapted narratives for various audiences and platforms, in alignment with strategic goals.
- Collaborated with the digital team to refine storytelling analytics; implemented KPIs to strategically position content and placement, leading to a 97% increase in link clicks, 67% increase in post engagement.
- Supervised internal and external content creators and contractors, assigning interviews and stories, while guiding strategic planning and goal-setting.
- Played a key role in planning, storyboarding, and overseeing major photoshoots and video shoots, including PSAs, SMTs, and other high-profile campaign productions.
- Coordinated with local media at events and managed staff and member interviews on the ground.

➤ KEY ACCOMPLISHMENTS

Conceptualized, designed, and implemented a comprehensive Story Database to organize, tag, and leverage communications content (including interview transcripts, audio, quotes, photos, videos, etc.) across the organization. Improved the interface, data protection, usability, and cross-departmental connectivity.

Spearheaded the creation of the organization's first-ever digital annual report, including vendor contracting, leading planning meetings, gathering and editing content from over seven departments, organizing the narrative, and collaborating closely with the Creative team.

COMMUNICATIONS CONSULTANT

Quillence Communications | May 2004 – 2019

- Interviewed a variety of newsmakers, celebrities, professionals, and inspirational Americans to develop stories, campaigns, articles, websites, and other content for clients.
- Wrote magazine articles, radio monologues, stage show presentations and television scripts for a national radio and television personality.
- Managed clients and consulted on political campaigns and cause fundraising through digital communication, direct mail, and website copy and development.

C. Lynne Switzer

www.porchlightstories.com | (703) 705-5226 | lynne@porchlightstories.com

- Served as a ghostwriter and editor for political candidates, individuals, and business owners.
- Developed marketing and communications plans for small businesses.
- Created digital content including blogs, videos, social media posts, infographics, web pages, emails, newsletters and internal corporate communications.
- Promoted projects on live radio programs and through live interviews and tie-ins with pop culture.
- Publicized books and events through local and national media via emails, interviews, written updates, and live promotion.
- Conducted research project with 500 stepparents across America, and compiled a study outlining challenges and solutions. Connected this community through social media and interviewed newsmakers, appearing on radio and streaming services to promote awareness and engagement.

➤ KEY ACCOMPLISHMENTS

Planned and executed a major media project for a national radio and TV host that demonstrated my project management skills. This involved mobilizing hundreds of people to conceive, design, and build a float for election day; handling the logistics the day of deployment; and coordinating print and broadcast media throughout the process.

EDUCATION

Bachelor of Arts, University of Mississippi

Major: English Minor: Psychology



<https://porchlightstories.com/portfolio>