

# JOHN M. TRUMBO

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## SUMMARY

Accomplished writer, editor, and marketing professional with a focus on healthcare, patient education, and consumer engagement. Proficient storyteller with an MA degree in nonfiction who can translate multiple voices and complex information into clear, actionable content and compelling brand narratives. Highly organized with a keen eye to detail and deadlines.

## EXPERIENCE

**American Academy of Otolaryngology; Alexandria, VA**  
Senior Writer

2018 –

Helped launch ENTHealth.org, a dedicated, non-commercial resource designed to educate patients and caregivers about ear, nose, and throat (ENT) health and wellness. Curate written and visual/video content that reaches, teaches, and empowers better informed health decisions.

- Work with member-physicians to develop clinically reviewed, patient-friendly information on ENT conditions; build, tag, and cross-link pages (200+) using WordPress and related plug-ins for SEO optimization, best practices, and readability.
- Lead marketing efforts through social media advertising and promotion (@BeENTsmart).
- Write, edit, and manage Academy publications, including bimonthly digital magazine for 15K+ members featuring interviews, profiles, clinical articles, events, and more.
- Serve as mentor to communications staff and junior writers to improve subject matter, composition, accessibility, and inclusive writing.

**Freelance Writing and Editing; Alexandria, VA**

2016 – 2018

Maintained successful writing and editing enterprise, working with healthcare IT solution providers, associations, and marketing and communications firms to develop and deliver key messaging. Focus included executive blogs, thought leadership positioning, social media, press releases, internal communications, and more.

- Edited extensive white paper on the use of blockchain technology to accelerate and streamline global infrastructure construction projects by unifying and harmonizing deadlines, users, experts, data, payments, and more.
- Authored executive blogs aimed at improving the patient experience through physician engagement, reputation management, and patient loyalty.

**GetWellNetwork; Bethesda, MD**  
Senior Copywriter

2013 – 2016

Crafted client success stories for hospitals and health systems seeking to transform the care experience through patient and family engagement using interactive patient care technology. Partnered with subject matter experts to identify communications opportunities; supported key marketing initiatives to drive sales; and managed the communications production cycle from review, editing, and final approval through design, execution, and promotion.

- Strengthened lead generation and new client acquisition efforts through case studies, white papers, sales collateral, social media content, online and email communications, press releases, and more, supporting three-year corporate growth rate of 130%.
- Documented how one midwestern children's hospital increased retail pharmacy revenue by 114% using prescription prompts via the bedside TV.
- Maintained key relationships with media and PR outlets, placing C-level thought leadership articles with *HIT Leaders and News*, *Executive Insight*, *Modern Healthcare*, *U.S. News and World Report*, and more.

**Freelance Writing and Editing; Alexandria, VA**

2009 – 2013

Launched successful writing and editing enterprise, working with associations to promote brand awareness, develop messaging strategy, and convey tangible user benefits. Actively engaged with executives, account and product managers, editors, designers, and industry experts.

- Profiled frontline healthcare providers to showcase association member benefits, increasing member magazine readership and exposure.
- Originated messaging strategy for international bioscience nonprofit publisher, including welcome guide, elevator pitches, fact sheet, sales letters, and email campaigns.
- Researched, wrote, and organized annual report for international science association.

**Goris Communications; Alexandria, VA**

2005 – 2009

Senior Copywriter

Orchestrated new business presentations, branding campaigns, and conceptual development as senior creative team member. Executed marketing communications materials, web content and architecture, print and electronic advertising, video, event materials, direct mail, and more.

- Conducted in-person interviews highlighting AbilityOne Program, the largest source of employment for people with disabilities; coordinated photography and video shoots.
- Resulting AbilityOne national advertising campaign ranked #1 for readership recall in *Government Executive* magazine with a 76% recall rate and 60% readership rate, well above the publication's average of 46% and 29%, respectively.
- Created banner ads, emails, and event invitations for Food Marketing Institute Executive Conference, increasing attendance by 15% and earning a Mercury Excellence Award for Outstanding Achievement in Public Relations and Corporate Communications.

**CACI; Arlington, VA**

2002 – 2004

Senior Corporate Writer

**Abrials + Partners; Alexandria, VA**

2000 – 2002

Associate Creative Director and Senior Copywriter

**EDUCATION | ADDITIONAL EXPERIENCE**

Teaching Fellow, 2016 Johns Hopkins University Writing Program Conference on Craft

MA in Writing, Nonfiction; Johns Hopkins University, Washington, DC

BA in Communications, Journalism; James Madison University, Harrisonburg, VA