

JOHN M. TRUMBO

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SENIOR WRITER | HEALTHCARE COMMUNICATIONS | EDITORIAL LEADERSHIP

Communications professional with 25+ years of experience translating complex healthcare, clinical, and technical information into compelling content that informs, inspires, and drives engagement. Combines journalistic storytelling with strategic communications to create high-impact editorial, executive, marketing, and thought leadership content for patients, physicians, healthcare leaders, and consumers. Award-winning writer and trusted advisor recognized for delivering clear, credible messaging that builds trust, advances strategic objectives, and strengthens healthcare brands.

Core Competencies

Healthcare Communications • Patient Education • Feature Writing • Magazine & Newsletter Writing • Research & Interviewing • Storytelling • Editorial Strategy • Editing & Copyediting • Content Management • Brand Messaging • Marketing Communications • Digital Content • Executive Communications • Thought Leadership • Publications Management • Audience Engagement • Plain Language Writing • Clinical Interpretation • Cross-team Collaboration

PROFESSIONAL EXPERIENCE

American Academy of Otolaryngology–Head and Neck Surgery

Senior Content Manager

June 2018 – present

Lead enterprise-wide development of evidence-based healthcare communications supporting patient education, physician engagement, advocacy initiatives, and quality improvement. Partner with marketing leaders, cross-functional teams, and more than 150 physician subject matter experts (SMEs) to translate complex clinical information into trusted resources for physicians, patients, caregivers, and healthcare leaders. Selected accomplishments include:

- Created ENThealth.org and maintain 200+ webpages explaining a broad range of ENT conditions, treatments, and wellness advice (APEX 2019 Grand Award for Publication Excellence).
- Collaborate with 150+ physician SMEs to ensure medical accuracy and relevancy while ensuring readability and comprehension for consumer audiences.
- Oversee editorial quality, consistency, SEO compliance, and brand voice across multiple communication channels, including newly launched online content hub (summer 2026).
- Effectively manage extensive editorial calendar to produce member-driven content that increases awareness and responsiveness to Academy growth opportunities and activities.
- Produce feature articles, digital campaigns, and physician profiles that increase member engagement, strengthen brand authority, and support strategic organizational goals.

Get Well (formerly GetWellNetwork)
Senior Copywriter

Dec. 2013 – Dec. 2016

Directed strategic communications initiatives supporting one of the nation's leading digital patient engagement companies. Created persuasive content that demonstrated the value of technology in improving the patient experience while supporting business development, executive leadership, and marketing. Highlights included:

- Wrote customer success stories, white papers, case studies, executive thought leadership, sales collateral, targeted email campaigns, press releases, social media posts, and more.
- Collaborated with clinicians, healthcare executives, product teams, and sales leaders to deliver marketing campaigns that translated product suite technical capabilities into compelling business narratives.
- Documented how one midwestern children's hospital increased retail pharmacy revenue by 114% using prescription prompts via 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.

Goris Communications
Senior Copywriter

June 2005 – Feb. 2009

Created integrated communications programs for hospitals, healthcare systems, nonprofit organizations, and national brands. Produced award-winning marketing and editorial content across print, digital, and advertising platforms. Representative work included:

- Feature articles • Annual reports • National advertising campaigns (ranked #1 for readership recall in *Government Executive*) • Media relations materials and fact sheets • Website strategy and copy • Banner ads • Mercury Excellence Award for Outstanding Achievement in Public Relations and Corporate Communications (Food Marketing Institute Executive Conference)

Additional Career Experience

Built a successful freelance writing and consulting practice serving healthcare technology companies, associations, and communications agencies. Produced executive communications, member profiles, marketing campaigns, editorial content, website copy, and strategic messaging while partnering with senior executives, SMEs, creative teams, and account/product managers.

EDUCATION

- Bachelor of Arts, Journalism and Communications; James Madison University, Harrisonburg, VA
- Master of Arts, Writing in Nonfiction; Johns Hopkins University, Washington, DC
- Teaching Fellow, Johns Hopkins University Writing, Program Conference on Craft (2016)