

Jacob Lindner

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EDUCATION

University of Pennsylvania, Perelman School of Medicine, Philadelphia, PA December 2022
Master of Bioethics, Department of Medical Ethics and Health Policy

- Cumulative GPA: 3.90/4.00

University of Pennsylvania, College of Arts and Sciences, Philadelphia, PA May 2019
Bachelor of Arts in Health and Societies, Concentration in Biomedical Ethics; Minor in English

- Cumulative GPA: 3.52/4.00
- Honors: Philadelphia Mayor's Scholarship, Cum Laude

COPYWRITING, MARKETING AND COMMUNICATIONS EXPERIENCE

Intouch Solutions, EVERSANA Intouch March 2022-Present

Account Manager, Digital and Print Marketing

- Improve communication efficiencies between internal and external parties (clients, production vendors, partner agencies), resulting in ~20% increase in the successful execution of creative campaigns within 1 year
- Oversee the development and execution of third-party media placements for brand-specific promotion on social platforms over 6 months
- Developed and launched brand-specific segmentation strategy for client teams to leverage amongst several 3,000 in-field sales representatives

Personal Achievement: Contributed to a 50% growth in business by winning Digital AOR via capabilities presentations amongst brand teams

PRECISIONeffect, a Precision Health and Value Team November 2020-March 2022

Account Executive and Lead Copywriter, Digital and Social Media Marketing

- Wrote and edited online media postings for clients based on key performance indicators, with 23% channel growth in 2020
- Led several digital media campaigns focused on social growth, resulting in 160% increase in engagement in under 1 year
- Managed and delivered quarterly reports measuring clients' digital growth and brand presence via social listening, community management, etc.

Personal Achievement: Executed several social media campaigns introducing clients to influencer marketing on Instagram, TikTok, and YouTube; this content contributed to over 50% of total reach per client

The Wharton School, University of Pennsylvania August 2017-August 2019

Content Writer and Events Coordinator, Marketing and Communications

- Managed visitation of and lecturing by distinguished business industry leaders for The Wharton School that saw 20% attendance growth
- Promoted audience following at company lectures that saw increase in attendance through implementation of creative solutions

RESEARCH AND WRITING EXPERIENCE

Perelman School of Medicine, University of Pennsylvania August 2019-November 2020

Clinical Research Coordinator, Department of Medical Ethics and Health Policy

- Consulted with and timely produced deliverables for external healthcare organizations pursuing improvement in caregiving
- Built and edited written/visual content for manuscript submissions focused on healthcare policy and behavioral economics
- Designed for and managed digital brand presence via team website and socials, including visual materials and content administration that resulted in 110% increase in engagement

Personal Achievement: Strengthened social media presence for research departments on Instagram and Twitter that doubled digital audience size

New York University June 2018-August 2018

Research Assistant, Biomedical Ethics, Department of Population Health

- Co-authored several peer-reviewed articles to be submitted for publication in academic journals
- Produced literature reviews, bibliographies, and report analyses for use by research associates
- Complied law and policy records for use by courts-of-law to advocate for new medical initiatives

LEADERSHIP

Medical Humanities Fellow, Perelman School of Medicine January 2020-December 2022

Resident Assistant, Fisher Hassenfeld College House August 2017-May 2019

- Provided paraprofessional advising and personal security to twenty-five undergraduate students
- Developed and implemented educational, social, and recreational initiatives for freshman populations

Resident and Graduate Assistant Advisory Board, University of Pennsylvania August 2017-May 2019

- Initiated improvements in undergraduate programming through collaboration with university administration

Philadelphia Mayor's Scholar, Student Mentor, University of Pennsylvania August 2016-May 2019

ACTIVITIES

Penn Health Initiative, Education Outreach August 2017-May 2019

Penn Bioethics Journal, Editor August 2017-May 2019

EXPERTISE

Skills: Digital Media Marketing, Print Marketing, Influencer Campaign Management, Third-Party, Content Creation, Copywriting

Software: Microsoft Office Suite, Google Suite, Adobe Workfront, Proficiency in Adobe Suite, WordPress

PUBLICATIONS

Parent B, Caplan A, Angel L, Kon Z, Dubler N, Goldfrank L, Lindner J, Wall SP. **The Unique Moral Permissibility of Uncontrolled Lung Donation After Circulatory Death.** *American Journal of Transplantation.* 2019 Sep 24.

Navathe A, Liao J, Linn K, Zhang Y, Mishra A, Wang R, Dinh C, Zhu J, Cousins D, Lindner J, Emanuel E. **Spillover Effects of Medicare's Voluntary Bundled Payments for Joint Replacement Surgery to Patients Insured by Commercial Health Plans.** *Annals of Internal Medicine.* 2021 Feb 17.