



SAM DYLAN FINCH

WRITER, EDITOR, CONTENT STRATEGIST

PROFILE

I am a digital media expert bringing seven years of editorial and social media experience to the table. I'm passionate about elevating brands that do good in the world.

SOCIAL MEDIA

@SamDylanFinch

Instagram, Twitter, Facebook: ~70K

@LQTUblog

Facebook: ~46K

SKILLS

Content Writing (Social, Editorial)
Editing and Research
Content Marketing
Search Engine Optimization (SEO)
Audience Development
Content Strategy and Data Analysis
Social Media (Twitter, Instagram, Facebook)
CMS (WordPress, Drupal, Wix, etc)
Public Speaking and Coaching

HOW TO REACH ME

Email: samdylanfinch@gmail.com
LinkedIn: [linkedin.com/in/samdylanfinch](https://www.linkedin.com/in/samdylanfinch)
Website: samdylanfinch.com
Blog: letsqueerthingsup.com

RECENT ROLES

Content & Community Lead

Inflow ADHD | March 2021 - Present

- Developed content strategy and led content marketing efforts for Inflow app
- Managed social media, blog, and newsletter
- Conducted user research to inform best practices

Lead Editor, Mental Health & Chronic Conditions; Social Editor

Healthline Media | Nov 2018 to Feb 2021

- Managed team of expert health journalists
- Created overarching content strategy for chronic condition audiences
- Edited and wrote articles for Healthline.com
- Advised social and marketing teams on audience development and outreach

Branded Content Editor

Upworthy | Aug 2017 - Oct 2018

- Worked closely with marketing team to produce campaign concepts
- Edited branded content for publication
- Collaborated with major clients like Johnson & Johnson, Cigna, Dignity Health

CONSULTING PROJECTS

PsychCentral.com

- Created brand book and overarching content strategy for site relaunch
- Advised social, editorial, and marketing teams on audience outreach