



# SAM DYLAN FINCH

WRITER, EDITOR, CONTENT STRATEGIST

## CURRENT ROLE

### Brand Lead

Upaway | May 2022 - Present

- Advise on brand identity and strategy across marketing efforts and social media platforms
- Develop copy for B2C marketing

## SOCIAL MEDIA

### @SamDylanFinch

Instagram, Twitter, Facebook: ~80K

### @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](mailto:samdylanfinch@gmail.com)

LinkedIn: [linkedin.com/in/samdylanfinch](https://www.linkedin.com/in/samdylanfinch)

Website: [samdylanfinch.com](https://samdylanfinch.com)

## RECENT ROLES

### Content Marketing Director

Oar Health | November 2021 - March 2022

- Define overarching content and marketing strategies
- Lead our social media and editorial efforts
- Develop content for Oar Health app

### Content & Community Lead

Inflow ADHD | March 2021 - October 2021

- 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
- Relaunched PsychCentral.com, including the creation of a new brand book and social strategy
- 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