






LISA L. BYNUM

FREELANCE WRITER & BLOGGER



I am a versatile freelance writer and blogger with fifteen years of experience in the healthcare, non-profit, advertising, and food industries. I have a demonstrated ability to think strategically and creatively. My proven track record shows I can manage multiple deadlines, negotiating rapidly shifting priorities and staying cool under pressure.

CONTACT

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EDUCATION

Master of Business Administration
Delta State University / Cleveland, MS
2002 - 2003

Bachelor of Business Administration
Major: Marketing
Delta State University / Cleveland, MS
1999 - 2002

EXPERTISE

Public Relations
Communications
Social Media Management
Editing and Proofreading
Business writing

EXPERIENCE

Sole Proprietor

Lisa L Bynum, Freelance Writer / 2009 - Present

- Provide social media content development and management for several local and statewide small businesses.
- Write marketing and promotional content for digital and printed materials.
- Provide proofreading and editing services.
- Regular contributor to several publications both statewide and nationally, including *Forbes Travel Guide*, *Mississippi Magazine*, *eat.drink.MISSISSIPPI*, *Town and Gown*, and *Eat Jackson*.

Public Relations Manager

Godwin Group / 2010 - 2013

- Provided issues management and media relations support for local and national corporations operating in markets around the country.
- Worked with clients to develop a custom public relations strategy that met their needs and budget.
- Researched content for and updated agency social media outlets including Facebook, Twitter, and Godwin blog.
- Event and community relations planning and execution.

Diabetes Foundation of Mississippi

Public Relations Coordinator / 2010

- Coordinated advertising campaigns, website management, and media and community relations in order to effectively promote the Foundation's mission, fundraising activities, and services.
- Designed and wrote copy for advertisements, brochures, press releases and feature stories.
- Conducted diabetes education programs for area schools.

