

# LISA WEINSTEIN

## Freelance Copywriter

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## EDUCATION

**Master of Administrative Science**  
Fairleigh Dickinson University  
Madison, NJ

**Bachelor of Arts in Journalism**  
Temple University  
Philadelphia, PA

## EXPERIENCE

### **Freelance Copywriter** | Jan. 2026 - Present

Mt. Laurel, NJ

As a freelance writer, I help others share stories that inform, engage, and inspire. My writing experience spans internal and external communications, public relations, and marketing, which gives me a unique perspective on how to reach audiences at every level. From feature stories and annual reports to executive messages, crisis and change communications, newsletters, and campaigns, I've written for nearly every medium and message type.

### **BAYADA Home Health Care** | Jan. 2009 – June 2025

Pennsauken, NJ

Developed and implemented strategic communications for internal/external stakeholders for a national, nonprofit home health care agency with 370 offices in 22 states and over 35,000 employees.

### **Senior Internal Communications Manager** (Sept. 2021 – June 2025)

Wrote messaging for senior leadership, feature stories on clients and clinicians, talking points, FAQs, presentations, flyers, brochures, blog posts, and social media content; developed messaging and creative direction for companywide campaigns; managed the creation of print, digital, and multimedia communications; produced the companywide annual report; wrote the content, managed distribution, and tracked metrics for internal publications; supported crisis communications; and provided communications and project management for companywide special events.

### **Marketing Strategy Manager** (Mar 2019 – Sept. 2021)

Oversaw the strategic editorial direction, design production, and distribution for digital, multimedia, and print collateral; supported thought leadership opportunities for senior and clinical managers; developed and implemented email and direct mail campaigns; grew the pediatric business by developing multi-channel marketing campaigns resulting in a 10% year-over-year increase in new hires; positioned BAYADA as an expert in autism treatment by raising awareness through media coverage, social media campaigns, print and digital collateral; conducted SWOT analysis studies for service offices in local markets and developed integrated campaigns with measurable outcomes based on research findings.

## EXPERIENCE (continued)

### **Communications Manager** (Jan 2009 – Feb 2019)

Wrote internal communications, including articles, announcements, letters, case studies, FAQs, and talking points for operational best practices, change communications, and COVID-19 messaging; produced a quarterly newsletter for 30,000+ home care clients; developed materials to highlight the brand; ensured brand identity, editorial, and graphic standards in all communications; handled media relations; and supported grass roots advocacy.

### **Southern Ocean County Hospital** | Feb 2004 – Dec 2008

Manahawkin, NJ

#### **Physician Marketing and Public Relations Manager**

As publications editor wrote all of the content and managed the development, production, photography, printing, and targeted distribution of four internal and external publications produced 15 times annually. Identified and pitched local media opportunities; wrote and distributed press releases; served as hospital spokesperson; and managed crisis communications. Provided communications support for the hospital's grass-roots advocacy efforts. Developed targeted advertising and direct mail campaigns, print collateral, and web content; conducted sales meetings with primary care and specialty physicians with the goal of increased referrals and service recovery; and hosted a monthly TV interview program featuring hospital physicians.

### **Hunterdon Medical Center** | Sep 1997 – Feb 2004

Flemington, NJ

#### **Public Relations Specialist**

Wrote feature stories, speeches, letters, editorials, and press statements for hospital leadership, members of the Board of Trustees, physicians, staff, and volunteers. Managed the creative development, editorial content, production, photography, printing, and targeted distribution for the hospital's quarterly magazine. Developed strategic marketing and public relations campaigns to increase market share for primary service lines and position the hospital as the health care provider of choice. Developed targeted advertising and direct mail campaigns, print collateral, and web content. Managed logistics and publicity for special events, including the hospital's 50th Anniversary, Annual Meeting of the Board of Trustees, health fairs, dedication ceremonies, open houses, and seminars. Managed crisis communications, served as spokesperson, responded to media requests, wrote and distributed press releases, and pitched feature stories. Provided communications support for the hospital's grass-roots advocacy efforts.