



LYN POLLARD HURST

Writer | Content Developer

PROFILE

Trained as a journalist, I have more than 20 years of experience in writing, non-profit program leadership, change management, disability advocacy, and legislative activism.

My opinion essays in *The New York Times*, *Houston Chronicle* and others raise awareness of literacy issues, disability rights, legislative advocacy efforts and special education reform.

CONTACT

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PORTFOLIO:
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SKILLS

Creative Copywriting
Copy Editing
Technical Writing
Training Development
Program Leadership
Volunteer Management
Public Speaking

CAUSES & INTERESTS

Literacy
Disability Rights & Equal Access
Assistive Technology
Parent Education
Community Engagement

EDUCATION

The University of Texas at Austin 1992-1996
Bachelor of Journalism: News, Public Affairs and Public Relations

Dallas Theological Seminary 2017-2022
Masters - Biblical and Theological Studies

EXPERIENCE

Writer | Content Developer 5/2024-Present
Hope for the Heart Plano, TX
Write, edit, proofread, and develop content marketing and strategy.

Writer | Communications Consultant 2007- Present
Freelance Dallas, TX
Provide creative copywriting, copy editing, digital/SEO and PR strategy, social media strategy, proposal development and technical writing on mobile app, film, public health, assistive technology and other projects.

Director of Additional Care 6/2018 – 9/2023
Watermark Community Church Dallas, TX
Directed disability ministry, leading teams of more than 150 volunteers and advocating for full access for the deaf, disabled and mentally ill. Developed curriculum, team training, ministry plans and programming.

Membership & Marketing Communications 7/2017- 6/2018
Igniter Media Richardson, TX
Web content development, copywriting, copy editing, CRM

Community Partnerships & Parent Advocacy 1/2013 – 3/2017
Understood (Hybrid) New York, NY
National Center for Learning Disabilities (Hybrid) Washington, DC
Served as a liaison for parent community, policymakers and non-profit organizations on dyslexia/literacy and special education issues. Wrote content and recruited parent bloggers. Spoke at national conferences.

Senior Writer, Copy Editor, Social Media, PR 4/2012 – 1/2013
Blockdot (Contract, On Site) Dallas, TX
Copywriting, UI/UX content for mobile apps, games, digital products. Client Projects: LEGO, Scholastic, National Geographic, Sony Pictures, American Airlines, CarMax, Clorox, Universal Studios, Crayola, Ubisoft

VOLUNTEER

Music Camp Teacher
Mission Trip Leader
Youth & Parent Educator
Assistive Tech Champion
Bible Teacher
Curriculum Developer

HOBBIES

Gardener
Ukulele Player
Reader
Dog Lover
Kid Raiser

Company Owner 12/2007 – 6/2012
ChalkyDoodles Dallas, TX
Retail/wholesale start-up. Designed products, launched Magento store, managed SEO. Featured on: Target.com, *Better Homes and Gardens*

Marketing Proposal Specialist 3/2001 – 5/2003
Blue Cross and Blue Shield of Texas (HCSC) Richardson, TX
Marketing content, copywriting, copy editing, health insurance writing. Competitive proposal preparation and RFP response development.

Experienced Consultant - Change Management 3/2000 – 12/2000
Arthur Andersen Dallas, TX
Worked on organizational change management and software implementation projects as writer. Collaborated with technical teams.

Lead Consultant - Change Management 11/1998 – 9/1999
SCB Technology Memphis, TN
Led Y2K consulting team on client site for the City of Memphis. Led organizational change and software assessment client project teams.

Analyst – Change Management 1/1998 – 9/1998
Accenture (formerly Andersen Consulting) Washington, DC
Worked on organizational change, software implementation and people (HR) project teams. Wrote technical project documentation.

Staff Writer and Reporter 6/1996 – 6/1997
American Health Line (National Journal) Washington, DC
Reported on health care reform on Capitol Hill. Wrote on strict daily deadline for online news briefing covering the health care industry.

Senior Editorial Intern 5/1995 – 1/1996
Dallas Business Journal Dallas, TX
Reported on real estate, technology, healthcare and marketing

Public Relations/Marketing Intern 9/1997 – 1/1998
Powell Tate Washington, DC
Worked under VP of Business Development on marketing/PR projects.

Reporter 9/1994 – 9/1995
The Daily Texan Austin, TX
Daily reporter for top college newspaper at The University of Texas.

LEADERSHIP & ADVOCACY

Advisory Board – SuperDville
June 2013 – May 2018. (Remote) New York, NY

Co-Founder, Member, Digital Strategy – Decoding Dyslexia Texas
January 2013 – December 2017

Steering Committee Member – Parents Education Network Dallas
November 2014 – October 2016 Dallas, TX

Member - Special Education Advisory Committee, Richardson ISD
September 2014-March 2016 Richardson, TX

Parent Advocate Leader – National Center for Learning Disabilities
May 2013-June 2014 (Remote) Washington, DC

Member - TX House District 102 Public & Higher Ed Advisory Committee
March 2012-May 2014 Richardson, TX