

MICHAEL ANDERSON

Healthcare Content Strategist

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Results-driven Content Strategist with a strong emphasis on the healthcare industry, specializing in content that informs and engages patients and healthcare professionals alike. Expertise in developing content strategies that enhance patient education and support organizational objectives. Proven ability to collaborate with clinical teams and stakeholders to produce accurate and impactful content.

WORK EXPERIENCE

Healthcare Content Strategist | Health Communications Agency

Jan 2022 – Present

- Developed content strategies that improved patient engagement metrics by 50%.
- Collaborated with healthcare professionals to create informative patient education materials.
- Utilized analytics to assess content performance and identify areas for improvement.
- Managed social media campaigns to promote health awareness and education.
- Conducted workshops for clinical staff on effective communication strategies.
- Ensured compliance with healthcare regulations in all content produced.

Content Writer | Medical Publications

Jul 2019 – Dec 2021

- Produced high-quality articles and reports that informed healthcare professionals.
- Collaborated with researchers to ensure accuracy and relevance of content.
- Managed editorial calendars to ensure timely publication of materials.
- Conducted interviews with industry experts to gather insights for content.
- Utilized SEO best practices to enhance visibility of online content.
- Presented findings at healthcare conferences to share knowledge and best practices.

SKILLS

Healthcare Communication

Patient Education

Content Strategy

Digital Marketing

Regulatory Compliance

Analytics

EDUCATION

Master of Public Health

2016

Johns Hopkins University

ACHIEVEMENTS

- Increased patient portal usage by 35% through targeted content initiatives.
- Received 'Excellence in Communication' award from the National Health Association.
- Successfully launched a health awareness campaign that reached over 100,000 individuals.

LANGUAGES

English

Spanish

French