

MICHAEL ANDERSON

Health Content Writer

- San Francisco, CA
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Proficient Creative Content Writer with a strong emphasis on producing engaging health and wellness content. Specializes in writing articles, blog posts, and marketing materials that promote healthy lifestyles and informed decision-making. Expertise in researching health trends and synthesizing complex information into accessible content. Demonstrated ability to collaborate with healthcare professionals to ensure accuracy and relevance.

WORK EXPERIENCE

Health Content Writer | Wellness Media Group

Jan 2022 – Present

- Created informative articles and blog posts on health and wellness topics.
- Researched current health trends to ensure content relevance and accuracy.
- Collaborated with healthcare experts to validate content and enhance credibility.
- Developed marketing materials for wellness programs and initiatives.
- Utilized SEO techniques to optimize content for search engines.
- Engaged with readers through social media and community outreach.

Freelance Health Writer | Various Clients

Jul 2019 – Dec 2021

- Produced health-related content for blogs, newsletters, and websites.
- Conducted interviews with health professionals for expert insights.
- Developed content that promotes awareness of health issues and wellness tips.
- Edited and revised articles for clarity and engagement.
- Maintained a portfolio showcasing diverse health topics covered.
- Utilized analytics to track content performance and audience engagement.

SKILLS

Health Writing

Research

SEO

Content Development

Collaboration

Audience Engagement

EDUCATION

Bachelor of Science in Nutrition

2019

University of North Carolina

ACHIEVEMENTS

- Increased readership by 200% through targeted content marketing strategies.
- Published articles in top health magazines with a focus on wellness.
- Recognized for outstanding contributions to health literacy initiatives.

LANGUAGES

English

Spanish

French