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### EXPERTISE SKILLS

- digital journalism
- audience engagement
- content strategy
- SEO optimization
- multimedia production
- health and wellness writing

### LANGUAGES

- English
- Spanish
- French

### CERTIFICATION

- Bachelor of Science in Health Communication, University of Southern California

### REFERENCES

#### **John Smith**

Senior Manager, Tech Corp  
john.smith@email.com

#### **Sarah Johnson**

Director, Innovation Labs  
sarah.j@email.com

#### **Michael Brown**

VP Engineering, Solutions Inc  
mbrown@email.com

# MICHAEL ANDERSON

## DIGITAL HEALTH JOURNALIST

Versatile health reporter with a strong background in digital journalism and a keen focus on innovative storytelling techniques. Proficient in leveraging technology and social media to engage audiences and disseminate health-related information effectively. Experienced in covering a wide range of health topics, including nutrition, fitness, and chronic diseases, with a unique ability to translate scientific research into relatable content.

### PROFESSIONAL EXPERIENCE

#### **Wellness Weekly**

*Mar 2018 - Present*

Digital Health Journalist

- Developed and executed digital content strategies to enhance audience engagement.
- Produced video segments and podcasts focusing on health trends and expert interviews.
- Utilized SEO best practices to optimize online articles for search visibility.
- Engaged with readers through social media to gather feedback and story ideas.
- Analyzed web traffic data to inform future content direction and improvements.
- Collaborated with health professionals to ensure accuracy and relevance of content.

#### **Healthy Living Magazine**

*Dec 2015 - Jan 2018*

Health Features Writer

- Crafted engaging narratives on health and wellness topics for a general audience.
- Conducted research to support articles with credible sources and statistics.
- Worked closely with editors to refine content and enhance readability.
- Participated in health fairs and community events to promote the publication.
- Executed reader surveys to assess interests and tailor future content accordingly.
- Contributed to special editions focusing on seasonal health topics and trends.

### ACHIEVEMENTS

- Won the Digital Health Reporting Award for innovative online storytelling.
- Increased website traffic by 150% through targeted content strategies.
- Featured in a national health campaign for outstanding contributions to public health awareness.