



# Michael ANDERSON

## SENIOR COPYWRITER

Innovative Senior Copywriter specializing in healthcare communications, with a proven ability to translate complex medical jargon into accessible, engaging content. Recognized for developing educational materials that empower patients and healthcare professionals alike. Deep understanding of regulatory requirements and industry standards, ensuring compliance without sacrificing creativity. Strong background in digital marketing, leveraging social media platforms to enhance brand awareness and patient engagement.

### CONTACT

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- 📍 San Francisco, CA

### SKILLS

- healthcare communications
- patient education
- digital marketing
- content strategy
- regulatory compliance
- audience analysis

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF SCIENCE IN HEALTH COMMUNICATION, UNIVERSITY OF SOUTHERN CALIFORNIA**

### ACHIEVEMENTS

- Received the 'Best Health Campaign' award at the National Healthcare Marketing Awards 2022.
- Increased patient engagement by 45% through effective content marketing strategies.
- Successfully launched a health awareness campaign that reached over 500,000 individuals.

### WORK EXPERIENCE

#### SENIOR COPYWRITER

Healthcare Innovations Group

2020 - 2025

- Created patient education materials that improved understanding of treatment options by 40%.
- Collaborated with medical professionals to ensure accuracy of health-related content.
- Developed social media campaigns that increased engagement by 50%.
- Managed content for the corporate website, enhancing user experience and accessibility.
- Conducted focus groups to gather insights on patient needs and preferences.
- Produced newsletters that achieved a 30% increase in subscriber growth.

#### COPYWRITER

Wellness Communications Agency

2015 - 2020

- Authored compelling content for health campaigns, increasing awareness by 35%.
- Worked with graphic designers to create visually appealing educational materials.
- Researched and wrote articles for healthcare publications, enhancing brand credibility.
- Participated in strategy sessions to align content with organizational goals.
- Monitored and analyzed campaign performance metrics to inform future strategies.
- Facilitated workshops on effective communication in healthcare settings.