MA

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🌐 www.michaelanderson.com

SKILLS

- Web Development
- Healthcare Content Strategy
- SEO
- HTML
- User Experience
- Analytics

EDUCATION

BACHELOR OF SCIENCE IN HEALTH COMMUNICATION, UNIVERSITY OF MICHIGAN

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Successfully launched a health awareness campaign that resulted in a 30% increase in patient engagement.
- Awarded 'Best Digital Initiative' for the development of the patient portal project.
- Increased monthly website visits by 45% through targeted content strategies.

Michael Anderson

WEB CONTENT DEVELOPER

Innovative Web Content Management Developer with over 7 years of experience in the healthcare industry, dedicated to improving patient engagement through effective digital content strategies. My background in both web development and healthcare provides me with a unique perspective on creating user-friendly content that meets the needs of patients and healthcare providers alike.

EXPERIENCE

WEB CONTENT DEVELOPER

HealthFirst Solutions

2016 - Present

- Developed an online patient portal that improved user satisfaction scores by 40%.
- Collaborated with healthcare professionals to create educational content that supports patient self-management.
- Utilized analytics to assess content effectiveness, leading to a 25% increase in resource utilization.
- Managed a team of content creators to ensure consistency and quality across all platforms.
- Conducted training sessions for staff on best practices for web content management.
- Implemented feedback mechanisms to gather user insights for continuous improvement.

DIGITAL CONTENT SPECIALIST

Wellness Group

2014 - 2016

- Created and maintained content for the company website, enhancing user navigation and experience.
- Worked with marketing teams to develop campaigns that increased website traffic by 35%.
- Managed social media content that improved patient engagement and retention rates by 20%.
- Conducted user research to inform content strategies and updates.
- Utilized SEO techniques to improve online visibility for key health information resources.
- Coordinated with IT to ensure seamless content integration across digital platforms.