

Sherry Christiansen

Published Medical Content Writer/Editor

Portfolio of Published Work

A professional Medical Writer with over a decade of experience managing web content, article and blog writing, performing article reviews and updates, writing copy for websites, creating digital newsletters and brochures, and social media marketing and writing web content for SEO; published on prestigious websites such as Medical News Today, Healthline, and NewYork-Presbyterian/Weill Cornell Medical Center/Alzheimer's Prevention Clinic (APC).

CORE COMPETENCIES

Professional Writing & Editing • Blog Writing • Medical Science Research • Writing Educational Content • AP and APA Writing Style • Writing Current News Articles
Writing Nursing Curriculum • Posting Blogs to WordPress, Greenhouse and Atlas • Writing SEO Friendly Website Content • Writing Reports Based on Medical Research for Legal Industry •
Ghost Writing • Writing NCLEX Test questions for BSN Program • Writing for Senior News Website

EXPERIENCE AND ACHIEVEMENTS

Roche Dietitians, Chicago, IL

Center for Scientific Cannabinoid Information (CSCI) Website

Freelance Writer • December 2021 – Present

Writing and editing research backed articles on the health benefits, safety, and legalities of cannabis for healthcare professionals

- Implementing current SEO practices
- Writing and editing science backed blogs and articles on cannabis
- Writing research briefs, summarizing the latest journal articles/studies on CBD and other cannabinoids
- Performing online research and citing reliable sources
- Following APA and AP formatting
- Writing SEO friendly website content
- Social media marketing
- Creating guidelines for new advisory board members

Everyday Health, New York, NY

Health & Wellness Information Website

Freelance Writer/Reviewer • December 2021 – Present

Writing and editing articles for a top medical website aimed at helping educate the public on health and wellness

- Writing for a general audience
- Simplifying complex medical information for the average reader
- Implementing current SEO practices for Google organic listings
- Writing, reviewing, and updating medical articles
- Fact checking existing articles, reviewed by MDs and other medical experts

- Performing online research and citing reliable sources such as medical research studies
- Following AMA formatting and style guide

Red Ventures, Fort Mill, SC

Informational Website BestColleges.com

Freelance Medical Writer • Nov 2022 – Present

Writing 1,000-word articles on best U.S. educational programs.

- Researching top ranked colleges and universities in a wide range of educational majors
- Compiling and writing template-based content including meta description, program overview, information on tuition, accreditation, program requirements, and more
- Implementing Google search key word phrases into content
- Performing rush jobs as needed and adhering to strict deadlines

Verywell Health, New York, NY

Health Information Website (7th largest)

Medical Writer • Nov 2018 – November 2021

Pitching topics and writing 750 to 4,000-word articles for an informative medical website aimed at helping to educate the public on health and wellness.

- Implementing best SEO practices for Google organic listings
- Writing and editing articles on topics such as heart disease, diabetes, surgical procedures, Medicare, and more
- Citing reliable sources for article content
- Following AP and AMA formatting and style guide
- Posting articles to Atlas and Greenhouse platforms
- Utilizing online data-based tools and messaging apps such as Slack, Airtable, and Asana

True North - Chattanooga, TN

Medical News Periodical Publication for Physicians

Journalist January 2020

Interviewing MD's at New York hospitals, writing and editing journalistic stories/articles for a digital-based news periodical.

- Writing articles on topics such as new technology and news about healthcare institutions in the local area
- Interviewing physicians and writing cover and feature stories
- Performing medical research for additional story information
- Creating articles for Central New York MD News
- Adhering to an editorial style guide and other pre-set writing parameters
- Meeting stringent publication deadlines for article submissions

NewYork-Presbyterian/Weill Cornell Medical Center, New York, NY

Research and Teaching Hospital (Website AlzU.org)

Medical Education and Research Writer • September 2012 – November 2018

Creating online lessons to educate the public about Alzheimer's disease, a healthy diet and lifestyle, and Alzheimer's prevention and treatment. Managing weekly blog topics involving Alzheimer's research, current news articles, and other trending media about the latest developments in Alzheimer's prevention

- Writing SEO friendly content for Alzheimer's prevention educational website
- Writing, editing, and posting nutrition and health topics on a WordPress platform for SEO
- Writing online lessons for people in the early stage of Alzheimer's disease, and their caregivers
- Creating Alzheimer's prevention video lessons and quizzes via Power Point Articulate program
- Managing the website forum
- Editing and updating The Alzheimer's Treatment/Alzheimer's Prevention book, written by a Harvard trained neurologist
- Writing scripts in the voice of a famous comedian (Seth Rogan) for medical students
- Managing the weekly workflow for the writing/editorial team

Live Past 100 Well, Edison, NJ

News Website for Seniors

Managing Editor and Professional Writer • October 2016 – November 2017

Selecting applicable health and wellness, retirement, and finance subject matter and assigning article topics to a team of writers.

- Writing content for SEO for a website aimed at offering financial, health, and wellness news for target audience of readers over 50.
- Approving topic proposals and editing article submissions from 3 other writers
- Working with the webmaster to ensure correct formatting on all article posts
- Performing online medical research for content on the latest health, wellness, and longevity news
- Researching and negotiating new affiliate contracts

Medical News Today (MNT), East Sussex, UK

Healthcare Publication for Medical Professionals

Medical Writer • 2017

Temporary freelance position writing information on the most up-to-date medical research for the target audience.

- Performing research to ensure article topics include the most up to date medical information
- Following AMA formatting and style guidelines
- Identifying pertinent sub-topics to enhance assigned topics and improve SEO
- Writing and editing informative medical articles on a wide range of health and wellness topics
- Writing on complex medical topics for target audience/healthcare providers and other medical professionals

MPS LTD (Macmillan Publishers India)

Digital Publishing

Education Writer & Editor • October 2015-April 2016

Editing professional writers' web content (each with a unique voice and writing style).

- Checking writers' content for accuracy
- Proofreading for grammar, style, repetition, word usage, reading level, and general content flow
- Ensuring that writers use style guide and follow SEO guidelines (such as the proper use of keywords and keyword phrases)
- Providing positive feedback to writers

Doar, Drill and Scow, New Richmond, WI

Law Firm, Specializing in Medical Malpractice

Medical Consultant • 2015

Performing thorough medical records review for a med-malpractice case, researching hospital records, and identifying discrepancies and documentation omissions.

- Creating spreadsheets and organizing a timeline of activities, in sync with hospital staff documentation entries
- Comparing hospital staff documentation/actions to specific medical protocols
- Highlighting deviations from the recognized standards of care

Right Copy, St. Louis, MO

Search Engine Optimization (SEO) Company

SEO Technical Blog Writer • November 2009-December 2015

Writing, editing, and posting website content and blogs for e-commerce websites.

- Writing SEO friendly content for webpages for the automotive and HVAC industries
- Posting SEO friendly blogs and articles on WordPress
- Setting up WordPress plugins
- Staying informed of the latest SEO trends and integrating up-to-date guidelines for optimal Google placement

PCC, St. Paul, MN

Outpatient Treatment Center for Clients with Mental Illness and Chemical Dependency (MICD)

CEO/Owner/Counselor • December 1999 – October 2009

Managed the start-up of an outpatient mental health clinic for people with MICD.

- Hiring and managing counselors, therapists, and other staff members
- Facilitating relapse prevention groups for clients with mental illness and substance use disorder
- Writing RFPs for Ramsey County contract
- Negotiating insurance payor contracts
- Performing new client intakes
- Performing marketing presentations for psychiatrists, social workers, and psychiatric nurses

EDUCATION

IWCC and College of Saint Mary (CMS)

Volunteer Work

Taught American Red Cross certified CPR and nutrition courses to U.S. Army family members stationed in Germany, performed speaking engagements on Alzheimer's prevention and diet and at a local assisted care facility.

Skills

WordPress, Greenhouse and Atlas CMS, Microsoft Office Applications-Microsoft Word, PowerPoint, Excel, Outlook, Articulate (PowerPoint webinar building platform), Google docs, spreadsheets, and other Google tools, Airtable, Slack, and Asana.

