

MELANIE RADLIFF

Health & Wellness Content Writer | Content Strategy | Medical Writer

(407) 455 – 1171 | | melanieradliff@gmail.com | | [LinkedIn Profile](#) | | [Writing Portfolio](#)

CORE EXPERTISE

Health, Wellness, & Lifestyle

Content: Health content development, patient education, health literacy, evidence-based content, nutrition and lifestyle topics, mind-body wellness, medical writing, research and evidence synthesis

Content Strategy & SEO: SEO, AI search optimization (AIO), keyword research, search intent, content journey strategy and planning, audience-focused content, UX-informed writing, content optimization, editorial planning, content performance analysis

Writing & Editorial: Long- and short-form digital content, plain-language writing, fact-checking, research, editing and proofreading, HCP and patient audiences, B2B content

Content Operations: Content lifecycle management, workflow optimization, template and SOP development, source validation, research documentation, cross-functional collaboration

Tools: SEMrush, PubMed, EndNote, WordPress, Veeva Vault, Google Workspace, Microsoft Office

PROFILE

Health and wellness content writer with 10 years of experience translating complex medical, scientific, and wellness topics into clear, engaging content. Brings expertise in evidence-based health writing, oncology, SEO, and audience-focused digital content.

This is complemented by professional experience in wellness communications and nearly two decades of immersion in yoga and mind-body practices. Has taught yoga for 14+ years, including advanced training in traditional Ashtanga Yoga, and brings a longstanding interest in nutrition, healthy living, and the connection between everyday habits and quality of life.

Combines rigorous research and medical expertise with a genuine understanding of wellness to create content that is credible, approachable, and meaningful to real people.

PROFESSIONAL EXPERIENCE

Senior Writer Medical Content

Terakeet // June 2021 – Present

- Write clear, engaging, patient-centered health content for audiences navigating rare cancers, complex medical conditions, and related health and wellness topics.
- Develop content briefs and recommendations informed by keyword strategy, search intent, competitive research, SERP analysis, and audience needs.
- Research and write evidence-based content covering treatment, clinical trials, symptoms, diagnosis, mental health, lifestyle, and developments in oncology.
- Translate complex medical literature, clinical data, and scientific research into accessible, plain-language resources for patients and caregivers.
- Manage the full content lifecycle, from topic ideation and content calendars through research, drafting, fact-checking, editing, optimization, and publication.
- Optimize new and existing content using SEO, AIO/AI-search optimization, internal linking, conversion and CTA strategy, and performance insights.
- Collaborate cross-functionally with UX, design, and web teams to create cohesive digital experiences, improve content usability, and identify opportunities for content growth.

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WELLNESS BACKGROUND

Yoga & Mind-Body Practice

Practicing yoga since 2007 and teaching since 2012. Has teaching experience throughout Central Florida and at a yoga retreat center in Costa Rica.

Advanced Training

Completed 150-hour Advanced Sadhana Training in Costa Rica and a 200-hour apprenticeship in traditional Ashtanga Yoga. Studied asana, pranayama, meditation, anatomy, nutrition, yoga philosophy, and other mind-body practices.

Nutrition & Wellness

Longstanding independent study of nutrition, plant-based eating, healthy aging and longevity, sleep, stress management, meditation, and integrated approaches to health and well-being.

EDUCATION

University of Central Florida

B.A., English – Technical Communications | 2018

Concentration: Medical & Legal Communication

Lead Technical Publications Specialist

ProActive Technologies, Inc. // January 2018 – May 2021

- Developed and maintained user-focused technical documentation for complex military software systems. Ensured accuracy, clarity, consistency, and usability.
- Translated complex technical information into accessible documentation by partnering closely with subject matter experts and engineers.
- Managed end-to-end content workflows, including scheduling, drafting, editing, quality control, and delivery.
- Led the technical publications team. Assigned workloads, established timelines, and coordinated deliverables to meet project deadlines.
- Built and maintained tracking systems to manage publication schedules, improve workflow visibility, and support on-time delivery.

Communications Manager

The Yoga Shala // June 2016 – December 2017

- Managed the studio's communications and digital presence, including social media, wellness blog content, community outreach, class schedules, and event communications.
- Researched and wrote engaging, health-focused content aligned with the studio's brand, audience, and wellness mission.
- Developed member engagement initiatives and cultivated partnerships with local businesses and wellness organizations to strengthen community connections.
- Managed outreach for domestic and international teaching opportunities, from initial contact and pitching through logistics and coordination.
- Represented the studio at community events and supported its broader presence throughout the local wellness community.