

HEATHER CHERRY

Content Strategist | Health & Wellness
Communications Expert

814-594-5281
hello@heathercherry.com

 heathercherry.journoportfolio.com  linkedin.com/in/heather-cherry  heathercherry.com

Freelance Writer & Board Certified Health Coach

Certified Health Coach and Personal Trainer, Nutritional Counselor, and Digital Content Strategist with 15+ years of experience driving brand growth and engagement through compelling storytelling, strategic content planning, and digital marketing. Proven ability to lead cross-functional content teams, execute integrated campaigns, and deliver results across wellness, lifestyle, and education sectors. Adept at translating complex health and science research into accessible, evidence-based content that informs and engages target audiences.

News & Lifestyle Writing | Holistic Wellness | Online Journalism | Content Strategy



...Heather is amazing at her craft and delivers amazing content...hired her to write for a website client and the copy she wrote was spot on. Keyword rich, grammatically correct, and interesting to read...

- Ruthann Bowen, Wix DesignHer



Verbal & Written Communication | Customer Service | Copywriting | Branding Campaigns | Sales Management | SEO | Coaching | Digital Marketing | Content Marketing | Web & Digital Content | Project Management | Social Media Marketing | Client & Vendor Relations | Editing | Team Leadership | Brand Development



...She was always very professional, courteous, and driven to succeed.

- Brent Addleman, Newsroom leader



...She brought a keen eye, thoughtful insight, and a deep respect for my voice and message.

- Jacqueline Kumar, Empathos Coaching



PROFESSIONAL EXPERIENCE

Freelance Writer & Coach, Heather Cherry Consulting Co., Remote June 2011–Present

Design and implement innovative digital, marketing, editorial, and online content from ideation to execution, for both Business to Business (B2B) and Business to Consumer (B2C) clients. Extensive knowledge across health and wellness as a Certified Coach, Personal Trainer, and Nutritional Therapy Practitioner.

Core Functions:

- ❖ Lead content strategy and development for B2B and B2C clients across health, wellness, lifestyle, and education.
- ❖ Write SEO-optimized blogs, web copy, newsletters, white papers, and video scripts.
- ❖ Translate academic research and scientific data into clear, accessible health and wellness articles.
- ❖ Manage brand messaging and editorial governance across digital platforms.
- ❖ Plan content calendars and meet production timelines; blend creative ideation with performance analytics.

Key Achievements:

- ❖ Self-published author of marketing guidebook, *Market Your A\$\$ Off* with 5-star review rating on Amazon.

Technical Proficiencies:

- ❖ Utilize Canva for graphic design projects, including flyers, logos, presentations, and more.
- ❖ Exemplify in-depth knowledge of media relations; understand paid, earned, shared, and owned media strategy, website building platforms, design, and html code, along with UX/UI design and information architecture.
- ❖ Utilize MOZ, Wix, Constant Contact, MailChimp, Google Analytics, and Hootsuite extensively.

SEO Content Strategist, National Academy of Sports Medicine (NASM)

June 2025–Present

Lead content strategy and execution to drive organic growth, strengthen brand authority, and support NASM’s mission of advancing health and fitness education. Optimize digital content for discoverability and engagement and collaborate cross-functionally to align with marketing and business objectives.

Core Functions:

- ❖ Develop and execute comprehensive SEO content strategies to improve rankings, traffic, and engagement across NASM’s blog and digital channels.
- ❖ Research and analyze keywords, search intent, and competitor strategies to inform content creation and optimization.
- ❖ Write and edit high-quality, SEO-optimized articles targeting fitness and wellness professionals, students, and health-conscious audiences.
- ❖ Write creative copy—eyebrows, headlines, podcast scripts, social media campaigns, and email nurture sequences—that connects with diverse audiences.
- ❖ Craft service line and product-focused content such as landing pages and product descriptions to drive conversions and brand trust.
- ❖ Collaborate with subject matter experts, marketing, and creative teams to ensure accuracy, authority, and brand alignment.
- ❖ Conduct content audits to evaluate performance, identify gaps, and recommend improvements that align with business goals.

Key Achievements:

- ❖ Increased organic revenue by 85% year-over-year.
- ❖ Grew organic search impressions by 54% year-over-year.
- ❖ Contributed to 9,300+ keywords appearing in Google’s AI overview results.
- ❖ Position NASM blog as a trusted educational resource in fitness, wellness, and nutrition by producing evidence-based, accessible content.

Technical Proficiencies:

- ❖ SEMRush, Google Analytics, Google Search Console, AEM, and other SEO/marketing tools.

Adjunct Faculty, Grove City College

Jan. 2022–Aug. 2025

Designed and delivered curriculum on modern communication practices. Facilitated engaging lectures, provided mentorship, and evaluated student progress.

Content Manager, Marketing Copywriter, Independent School Management, Remote

Oct. 2020–Jan. 2024

Created and managed production for digital publications and various projects while developing strategies aligned with target audience and digital marketing initiatives to promote consulting services, virtual events, and proprietary products.

Core Functions:

- ❖ Directed digital publication production, aligning messaging with marketing initiatives.
- ❖ Collaborated with internal teams and stakeholders to craft multimedia content.
- ❖ Created engaging and high-quality marketing and multimedia content across various channels, including social media sites, blogs, white papers, and case studies. Interviewed subject matter experts.
- ❖ Tracked project-associated activities and analyzed content analytics and other project metrics.
- ❖ Collaborated with creative teams and stakeholders to ensure content and campaigns are visually appealing and resonated as intended—delegated tasks as needed.

Key Achievements:

- ❖ Recognized for editor’s eye for detail and ability to write conversationally.
- ❖ Demonstrated leadership skills and willingness to take the lead. Managed a team of 10+ freelance writers and 3 interns.

Technical Proficiencies:

❖ Utilized various technology, including CVENT, Pardot, Salesforce, Qualtrics, Drupal, and SEMRush.

Journalist, The Ridgway Record, Ridgway, PA

Dec. 2007–June 2009

Established PR skills and repaired perception of newspaper within community through research, fact-checking, and proofreading with strong attention to detail. Prioritized assignments and met strict deadlines. Interviewed subjects and created accurate copy per AP Style. Regularly updated website content and wrote feature articles.

Intermittent Experience:

Content Coordinator, Best Version Media, September 2020–Present (contract)

Senior Brand Copywriter, Bodybuilding.com, September 2024–January 2025 (part-time)

Digital Marketing Consultant, In-Synch Systems LLC, August 2019–April 2021 (part-time)

Food Editor, Nanny Magazine, February 2017–March 2019 (remote)

Communications Specialist, Alliance for Nonprofit Resources, October 2017–December 2018

Writing Center Tutor, SMARTTHINKING, Inc., September 2013–March 2017 (remote)

EDUCATION

Master of Arts in Professional Writing, Chatham University, Pittsburgh, PA

Bachelor of Science in Interior Design, Westwood College, Denver, CO

CERTIFICATIONS

National Board Certified Health and Wellness Coach | Nutritional Therapy Practitioner | Personal Trainer | Certified Hormone Health Specialist | Professional Food Addiction Coach | Lean Six Sigma Black Belt | Project Management Professional

TECHNICAL TOOLS

SaaS | Microsoft Office Suite | Google Docs | Canva | Wistia | HTML | SQL | CoSchedule | Monday | Slack | Hootsuite | MOZ | Constant Contact | Active Campaign | MailChimp | Pardot | Salesforce | CVENT | Qualtrics | WordPress | Wix | Drupal | UX/UI Design | Adobe | SEMRush | HubSpot