

# Sherry Christiansen

Published Medical Content Writer & Editor

[Portfolio of Published Work](#)

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

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## CORE COMPETENCIES

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Writing & Editing (blogs, white papers, educational curriculum, digital magazine feature articles, and more) • Medical/Scientific Research • AP and APA Writing Style  
• Posting Blogs to CMS (e.g., WordPress, Greenhouse, and Atlas) • Writing SEO Friendly Website Content • Writing Legal Reports •  
Ghost Writing • Educational Writing (including curriculum and NCLEX test questions) • Writing for Digital Journals and Periodicals

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## EXPERIENCE AND ACHIEVEMENTS

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### **IV Interactive, Jersey City, NJ**

*Marketing agency for medical practices*

#### **Medical Writer • January 2023 – Present**

Writing blogs and website content for various medical practices, including dermatology, gynecology, ophthalmology, sports medicine, orthopedics, fertility clinics, mental health clinics, and more.

- Writing SEO friendly website content and landing pages
- Compiling and writing article outlines and meta descriptions
- Researching top-ranking keyword phrases and writing current news articles and research-backed blogs and website content for SEO

### **Red Ventures, Fort Mill, SC and Medical News Today, East Sussex, UK**

*Web-based outlet for medical information and news (3<sup>rd</sup> most visited medical website and NurseJournal.com*

#### **Freelance Medical & Pharmaceutical Writer • November 2017 – February 2023**

Writing articles for Nurse Journal Magazine and writing health & drug articles for Medical News Today (MNT).

- Researching top-ranked colleges and universities offering nursing programs
- Compiling and writing content, including meta description, program requirements, and more
- Submitting topic ideas and writing informative articles for a digital publication
- Writing career guides for healthcare providers
- Writing for Psychology.org
- Performing rush jobs as needed and adhering to strict publishing deadlines
- Accessing FDA prescribing information (PI) resource material to craft the most current information on drugs, side effects, safety, precautions, FDA black box warnings, and more

- Interpreting clinical trial information on prescription drugs to inform target audience of the prevalence of mild and severe side effects experienced by study participants
- Following MNT style guide and adhering to AP format
- Writing and editing comprehensive drug articles that provide critical information from reputable sources
- Defining medical terminology for the target audience
- Writing answers to the most frequently asked questions about specific drugs

### **Robert Half Staffing Account Temps, Minneapolis, MN**

*Staffing agency*

#### **RFP Writer • November 2021**

Temporary/contract position writing for a durable medical equipment manufacturer

- Writing RFPs for the durable medical equipment industry
- Researching company history, products, and capabilities
- Writing and editing cover letters, executive summaries, and other RFP sections
- Integrating infographics into the RFP to create a concise, easily readable format
- Receiving feedback and revising drafts to streamline company expectations

### **Roche Dietitians, Chicago, IL**

*Center for Scientific Cannabinoid Information (CSCI) Website*

#### **Content Manager/Medical Writer • December 2021 – January 2023**

Managing content and writing/editing research-backed articles aimed at educating professional healthcare providers on the benefits, safety, and legalities of cannabis products.

- Using the research tool, Cannakeys (a health sciences tool for locating online studies on cannabinoids)
- Writing science-backed research briefs, summarizing the latest journal articles on CBD and other cannabinoids
- Performing online research and citing reliable sources
- Following APA and AP formatting
- Writing SEO-friendly website content
- Writing social media posts
- Creating guidelines and writing bios for new advisory board members

### **Verywell Health, New York, NY**

*Health information website (ranked among the top 10 most visited medical websites)*

#### **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.

- Writing and editing research-backed articles on topics such as ophthalmology, heart disease, diabetes, surgical procedures, Medicare, women's health, skin disorders, prescription drugs, herbal preparations, nutrition & healthy lifestyle, and more
- Citing reliable sources and creating in-line citations for publications
- Following AP and AMA formatting and style guide
- Implementing best SEO practices for Google organic listings
- Posting articles to Atlas and Greenhouse CMS platforms
- Utilizing online data-based tools and messaging apps such as Slack, Airtable, and Asana

## **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 caregivers and people in the early stages of Alzheimer's disease about Alzheimer's prevention and treatment measures.

- Collaborating in Alzheimer's prevention medical research projects
- Managing the weekly workflow for the writing/editorial team
- Writing & editing web content for the AlzU.org website
- Creating current news articles and researching trending media and scientific studies on the latest Alzheimer's treatment and prevention developments
- Writing online lessons and quizzes for people in the early stage of Alzheimer's disease, and their caregivers
- Creating Alzheimer's prevention video lessons and quizzes via PowerPoint Articulate program
- User experience (UX) writing & testing website navigation
- 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 an Alzheimer's Prevention course aimed at educating medical students

## **MPS LTD (Macmillan Publishers India)**

*Digital Publishing*

### **Education Curriculum Writer & Editor • October 2015-April 2016**

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

- Writing curriculum for an online nursing program (contracted with Elsevier)
- Creating NCLEX questions for nursing board practice tests
- Checking writers' content for accuracy
- Proofreading for grammar, style, repetition, word usage, reading level, and general content flow
- Ensuring that writers utilize the company style guide
- Providing positive feedback to Nurse Writers

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### **Volunteer Work**

American Red Cross-certified CPR and nutrition instructor; taught classes to U.S. Army family members stationed in Germany; performed speaking engagements on Alzheimer's prevention at local assisted care facilities

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### **Skills**

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