

Rashida Ruwa

FREELANCE HEALTH WRITER
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A dedicated and experienced health writer with 2 years of experience working with reputable brands in the health and nutrition industry. Known for producing high-quality written content that is easy to read and understand by using examples and case studies to support the content, simplify complex ideas, and avoid jargon. Proven ability to optimize the content for search engines by using relevant keywords, internal and external links, and meta descriptions that accurately describe the content ensuring that the content is engaging, informative, and easily discoverable by the audience.

WORK EXPERIENCE

Freelance Health Writer

Healthline/ April 2023 - Present

- Generate engaging and informative health and nutrition articles for Healthline's online platform.
- Conduct in-depth research to ensure the accuracy and credibility of the content.
- Work closely with editors to meet deadlines and incorporate feedback for article revisions.
- Utilize SEO writing techniques to optimize content for search engine visibility.

Freelance Health Writer

Optum Perks / Jan 2023 - Present

- Produce informative and engaging content on health and wellness topics for Optum Perks' website.
- Conduct thorough research and stay up-to-date on the latest trends in the pharmaceutical industry, as they relate to prescription drug pricing and savings programs.
- Adhere to brand guidelines, style requirements, and SEO best practices.
- Collaborate effectively with a team of writers and editors to ensure content quality and cohesiveness.

Freelance Health Writer

Healthgrades / May 2022 - Present

- Create compelling health-related content for Healthgrades' website.
- Demonstrate subject-matter expertise and effectively conveyed complex medical information in a clear and accessible manner.
- Collaborate with editors and fellow writers to maintain consistency in style and tone.

Freelance Health Writer

Unimeal / Nov 2022 - Jan 2023

- Created nutrition-focused content for Unimeal's audience.
- Conducted extensive research on nutrition and dietary topics to provide accurate information and insights.
- Collaborated with professionals to develop comprehensive articles tailored to the target audience.
- Revised and edited content based on feedback from editors to achieve high standards of quality.

EDUCATION

Higher diploma in psychiatric nursing

(2020 - 2021)

Diploma in community health nursing

(2010 - 2013)

Become an SEO Expert

LinkedIn

Content Marketing Foundations

LinkedIn

SKILLS

- Strong writing and communication skills in health and nutrition topics.
- Experienced in SEO writing techniques and optimizing content for search engines.
- Excellent research skills to identify credible sources and provide accurate information.
- Keen attention to detail and commitment to ensuring high-quality work.
- Adaptable in tailoring tone and style to suit the target audience.
- Willingness to receive and implement constructive feedback from editors or clients.
- Strong work ethic, professionalism, and ability to work independently or as part of a team.
- Proficient in collaboration software such as Google Workspace