

# Rashida Ruwa

## FREELANCE HEALTH WRITER

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<https://www.rashidawriteske.com/>

A dedicated health writer with 3 years of experience creating high-quality, reader-friendly content for several brands in the health and wellness industry. Skilled at breaking down complex medical topics using relatable examples, case studies, and simplified explanations to ensure clarity without overwhelming readers. Experienced in handling tricky social topics while optimizing content with strategic keywords for better search engine visibility. Committed to delivering content that informs, engages, and connects with the target audience.

## WORK EXPERIENCE

### Freelance Health Writer

Healthline / April 2023 - Present

- Generate engaging and informative health and wellness 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 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.

### Freelance Health Writer

Healthgrades / May 2022 - Present

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

### Freelance Health and Wellness 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 other healthcare professionals and editors 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 wellness 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, Slack & Notion.