



# JOY EMEH

HEALTH WRITER, EDITOR & CONTENT STRATEGIST ☎ +234 708 9349 854

## ◦ DETAILS ◦

+234 708 9349 854  
[emehjoy115@yahoo.com](mailto:emehjoy115@yahoo.com)

## ◦ LINKS ◦

[Connect with me on LinkedIn](#)  
[Find me on Twitter](#)  
[My online portfolio](#)

## ◦ SKILLS ◦

- Leadership
- Ability to Multitask
- Health Writing (Writer)
- Health editing (editor)
- Content Research & Development
- Search engine optimization (SEO)
- Talent acquisition
- Time management
- Ability to Work in a Team
- Writing coach
- Leadership and presentation skills
- Social media management
- Critical thinking and problem solving
- Content Writing
- Blogging
- Health communication
- Medical Communication

## ◦ HOBBIES ◦

Traveling, designing, music, reading novels, playing puzzles and board games, watching crime, horror and historical movies

## 👤 PROFILE

I am a professional health writer with over three years of experience breaking down complex health topics for readers, optimizing articles to rank on search engines, and helping health websites increase their traffic. I also have hands-on experience working as an editor, content researcher, content strategist, content manager, and SEO update specialist for different websites.

I create empathetic, high-quality articles that meet each brand's style and goals and eliminate editing stress for clients. Beyond scribbling down words, I engage my readers in the most simplified way, and that is where the true power of writing lies.

## 📁 EMPLOYMENT HISTORY

### Health Article Writer at Healthline Media

April 2023 — Present

- Writing well-researched, easy-to-read articles on different health topics
- Developing a great work relationship with my editors and fellow writers

### Health Content Editor at Nourish

March 2023 — Present

- Editing and proofreading a batch of articles on chronic health conditions, diet, and nutrition topics, checking everything from grammatical structure, sentence, and paragraph flow, SEO to adherence to the style guide and brand's tone
- Within the first two weeks, I collaborated with the SEO manager to set up a more professional style guide, made appropriate changes to the acceptable source guide, and suggested changes on how writers link to external sources
- Managing a team of writers, helping them improve their writing skills by using the "suggest mode" on Google Docs to suggest changes and explain to them why the changes are necessary
- Adding to my tool knowledge base as I became familiar with tools like Monday.com and Rippling while on this project

### Medical Writer at Patient Power (owned by Remedy Health Media)

January 2023 — Present

- Researching health topics using mediums like NCBI database, podcasts, and Google Scholar
- Connecting with health experts via platforms like LinkedIn, Haro, and Qwoted and interviewing them, to get their opinion and more insights on topics before writing
- Writing consumer-based health articles focused on cancer

### Health Article Writer at Medical News Today

January 2023 — Present

- Writing high-quality, SEO health articles for lay-readers on different health topics, particularly diseases

### Health Content Writer at Healthgrades

March 2022 — Present

- Researching on health topics

- Writing empathic, highly educative health articles that meet searchers' needs

### **Health Content Editor at K Health**

February 2022 — February 2023

- Edited health articles and uploaded them to WordPress for publishing
- Successfully completed multiple editorial projects including collaborating with different teams such as the writing and content strategy team to update old content on the site
- Ran SEO updates on existing articles on the website, nearly doubling the website's traffic.
- I worked with tools like Asana, Content Harmony and WordPress and was able to improve the quality of articles by up to 60%

### **Senior Health Editor, Content Strategist & Manager at SemicHealth**

January 2022 — Present

- Running keyword and competitor market research and monitoring article performance using SEO tools like Ahref, Google Analytics, Google Search Console and SEMrush
- Increasing website traffic from zero to over 30,000 views per month within the 1st 10 months of working with this new website
- Researching and overseeing the publishing of over 400 articles in one year
- Managing a team of writers and editors, improving the writer's articles and writing skills, and maintaining a good work relationship with team members
- Creating content outlines and assigning topics to writers
- Editing, optimizing for on-page SEO, and developing and maintaining a content calendar to ensure the timely publishing of articles
- Managing SemicHealth's social media account, designing the social media images and videos using Canva and increasing the account's active followers by up to 96% within 11 months

### **Health Writing Staff at Dentistry Brands LLC (newmouth.com, alcoholrehabhelp.org & addictiongroup.org)**

March 2021 — September 2021

- Writing well-researched, search-engine-optimized health articles on alcohol rehabilitation, addiction treatment, and oral health for the three websites owned by Dentistry Brands LLC.
- Working with tools like SurferSEO to create articles that rank on the first and second page of the Google Search engine Result Page

### **Member and Volunteer Staff at Global Youth Mental Health Awareness (GYMHA)**

December 2020 — December 2021

- Content development, PowerPoint production and online course development

### **Editorial Director and Senior Editor at Clacified**

March 2020 — October 2021

- Key writer for the health and business category pages
- Designed and developed a content audit process to identify content gaps and prioritize content opportunities
- Ran SEO updates on existing articles, ultimately increasing the rankings of over 60% of audited articles and also doubling the website's impressions and clicks within 5 months
- Managed a team of writers, supervised and edited their blog articles
- Assigned works, and managed content creation and publication process, ensuring timely and accurate delivery of the blog articles

### **Freelance Content Writer at Upwork and Freelancer**

August 2019 — October 2021

- Created articles and health eBooks for clients from different parts of the world and received over 30 five-star reviews
- Wrote blog articles on health and other niches for clients on both platforms

#### **Assistant/Auxiliary Lecturer at School of Nursing and Midwifery, Sokoto**

August 2018 — October 2019

- Preparing lecture notes and teaching the assigned nursing classes
- Setting exam questions. Seminar and general examination supervision.

### EDUCATION

#### **Bachelor of Science (B.Sc) in Anatomy, Nnamdi Azikiwe University, Awka**

September 2013 — October 2017

Graduated with a second class upper

### LEADERSHIP EXPERIENCE

#### **School of Nursing and Midwifery PPA Treasurer (NYSC)**

- Keeping financial record for Corps members posted to the school.
- Transparency and accountability while ensuring that generated funds are used for proposed agendas.

#### **Deputy Commandant, Nigerian Red Cross Society, Sokoto Branch**

- Delivering health awareness lectures, supervising community projects, and assigning duties to society members.

#### **Treasurer 2017 Class of Anatomy**

- Keeping financial record for the class

#### **Editorial Manager and Editorial Director, SemicHealth & Clacified**

- Organize and lead the editorial team
- Liaise with the technical, design, social media, and administrative teams to ensure the optimal functioning of the website
- Ensure the editorial team shares a team spirit and train new writers on how to use the content management system and to become better at their jobs
- Ensure website content is optimized both for readers and search engines

### COURSES

**Blogging, eMarketing Institute**

**Content Marketing, HubSpot Academy**

**SEO, eMarketing Institute**

**Field Epidemiology, University at Albany School of Public Health (Global Health e-Learning Centre)**

**Cervical Cancer Prevention, John Hopkins School of Public Health, Bloomberg (e-Learning Centre)**