

Tamara Newell

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Portfolio: www.tamaranewell.com

Copywriter, reporter, and content writer with nearly ten years of experience specializing in healthcare, fitness, and wellness brands. Excels in creative content strategy, quick content turnaround, and an entrepreneurial spirit with new challenges. Passionate about continuing education and training for professional and personal growth.

WebMD

Freelance Writer

Atlanta, GA

2023- Current

- Research, write and edit medical and health content for the website
- Quick turnaround: 3-5 days
- Works alongside editorial staff to update existing site content

AARP

Freelance Writer

Remote

2023- Current

- Research and write health content
- Conduct interviews with medical professionals for articles

Newnan Times-Herald

Lifestyle, Community & Arts Reporter

Newnan, GA

2022 - 2023

- Pitch, research, and write for bi-weekly print/ online publication
- Cover arts, community events, and lifestyle for Coweta County, Georgia
- AP Style Writing
- Conduct community interviews for a weekly feature-length story
- Close collaboration with the Managing Editor

ProHealth Physical Therapy & Pilates

Content Writer

Remote

2021- Current

- [Research and write digital healthcare-related SEO content](#)
- Interview Clients and Staff for testimonial articles
- Best Practices in SEO
- Plain Language usage with scientific terminology

DishQuo - Insulin Management & Weight Loss App

Content Writer, Copywriter, Press Release Writer & UX Flow Email Marketing Strategist

Remote

2021- 2022

- Created SEO-driven digital and mobile content
- Deconstructed dense medical information into readable, on-brand health literacy content for accessible user experience
- Strategy, UX Flow, and content writing for multiple email marketing campaigns
- Achieved 1st page Google ranking utilizing long-chain keywords

- Spearheaded Thought Leadership content with CEO/Founder
- Press Release writing landed spots in [Market Watch](#) & [Yahoo](#)
- Utilized Trello, Miro, and Slack for Team Communications
- Worked remotely with a global team
- Managed and delivered multiple writing projects weekly before or on the deadline

Center for Disease Control

Remote

Editor - Contract

2021-2022

- Contract Editor for Office on Smoking and Health (OSH)
- Formatting and proof-reading Ph. D level scientific healthcare whitepapers
- Reference and source fact-checking

Huffington Post

Remote

Contributing Writer

December 2017

- Personally approved by Arianna Huffington
- [“Five Ways Motherhood Taught Me To Love My Body”](#)

Tamara Newell Lifestyle & Wellness, LLC

NY/ LA/ATL

Copywriter/ Content Writer/ Speaker/ Owner

2014-Current

- Created content strategy and wrote UX content, microcopy, newsletters, SEO website content, social media content, and printed, electronic, and digital copywriting while ensuring continuity in brand messaging and brand voice
- Project Managed and updated multiple WordPress wellness websites
- Content Creator, Content Writer, and Project Manager [“6 Weeks to Love Your Body”](#) Udemy online course
- Film, edit, and script writing for video marketing content [YouTube Channel-4k Subscribers](#)
- Private and Group Pilates instructor
- Produced script writing, and on-camera talent for [6 Pilates & Ballet Barre WO Videos](#)
- Guest Speaker; Athleta, Six Degrees Society, Core Pilates NYC, and Pace University

Pilates Style Magazine

New York, NY

Content Writer & Fitness Model

2011 & 2016

- Contributing Content Writer & Model
- Collaborated with the managing editor

Reebok Sports Club/ NY

New York, NY

Pilates Instructor

2009-2013

- Ranked #1 Nationally for Mind/Body Sales, May 2011
- Top 5 Pilates Sales, January 2011

Deutsche Bank, Wall Street

New York, NY

Junior Analyst, Business Management

2007-2009

- Led department-wide software migration
- Point of Contact with department vendors
- Approved 1st level expense requests for Business Management Team
- Gatekeeper for client call approvals and emails between research and banking

- Managed department invoices, expenses, and travel

NBC

New York, NY

Production Assistant

2005-2006

- Supported Art Department and Locations Department
- Assisted Graphic designer, Art Director & Production Designer
- Point of Contact for set dressers and carpenters in off-stage preproduction
- Created print design elements for on-camera work

Fox News Channel

New York, NY

Writer & Production Assistant

2005

- Collaborated with Producers writing news copy for local FOX anchors nationwide
- Supported Fox News Edge team with video content and video editing for local news stations

Skills

Copywriting, Content Writing, Writing, Editing, Fact-Checking, Proofreading, Interviews, Press Release Writing, Print Communications, Digital Communications, Thought Leadership Writing, Strong Organization Skills, Research, Blogging, WordPress, Email Marketing, SEO, Microcopy, UX Writing, Content Strategy, Miro, Trello, Slack, Google Keyword Research, Google Suite, Etsy Creator, Canva, Zoom, Special Needs Mom, Disabilities, IEP Research, Nutrition, Fitness, Pilates, Dance, Ballet, Health Coaching, Healthcare, AP Style

Education

Marymount Manhattan College, NY, NY

B.A. Communications & B.A. Dance

Dance and Academic Scholarships

Dean's List Scholarship

Certifications & Training

English for Journalism, University of Pennsylvania

A Taste of UX Writing - UX Writing Hub

Plain Language Certificate - National Institute of Health

Health Literacy for Public Health Officials - Center for Disease Control, Continuing Education

Copy Cure - Copywriting Course, Marie Forleo

B School - Marketing, Copywriting and Business

Pilates Certification - Core Pilates NYC

BASI Pilates - Mentor Program, Full Scholarship

Holistic Health Coach - AFPA