

MICHAEL VANDENBERG

Content Writer, Editor, & Strategist in
Medical Marketing & SEO/AEO

mv3191@gmail.com
(+1) 908-625-2903
michaelwriting.com
[linkedin.com/in/michael-vandenberg/](https://www.linkedin.com/in/michael-vandenberg/)

SKILLS

Writing

- Plastic Surgery (Cosmetic & Reconstructive)
- Med Spa
- Functional Medicine
- Blogs
- PPC
- Strategizing
- Editing
- Advertorials
- Sports

Software

- Monday.com, Teamwork, Asana
- Slack
- ChatGPT, Claude, Gemini
- Google Workspace, Microsoft Office 365
- Semrush
- Adobe Acrobat
- Grammarly Premium, Hemmingway
- Clearscope
- Shutterstock, Unsplash, Pexels, Envato
- Upwork
- WordPress

EDUCATION

BA English, Writing Option
Business and Technical Writing
Kean University
Union, NJ
2011-2013

AA Writing
Middlesex County College
Edison, NJ
2009-2011

High School Diploma
Piscataway High School
Piscataway, NJ

EXPERIENCE

Medical Content Writer

NKP Medical Marketing — Los Angeles, CA (Remote)

February 2023-Present

- Audit client websites to find gaps in patient-focused content and opportunities for optimization based on SEO and AEO, working with our CSMs to gather and respond to client input
- Write informative procedure pages on plastic surgery techniques, laser treatments, and many minimally invasive therapies
- Edit and enhance existing pages to provide more helpful details
- Contribute to clients' blogs to maximize SEO
- Create PPC-ready content
- Work with AI tools to expedite content planning and creation
- Meticulously check all AI-assisted content to ensure factual and stylistic accuracy
- Consistently trusted with highest-spend clients

Editor

Intergrowth — Denver, CO (Remote)

December 2021-Present

- Edit client and in-house content
- Use Clearscope and SEO to maximize SERP rankings
- Revamp and reoptimize older content
- Write posts
- Perform quality assurance

Editing Team Lead

Text Goods — Dallas, TX (Remote)

November 2020-May 2022

- Managed a team of 20 writers
- Tutored new writers on our style guide
- Assigned tasks based on writer strengths and preferences
- Contributed content to articles
- Published completed posts via WordPress

Content Writer

Text Goods — Dallas, TX (Remote)

February 2020-May 2022

- Wrote posts of varying lengths according to style guide: how-to/guides, question and snippet answer, list posts
- Incorporated client special requests and revisions

Advertorial Writer

Micromedia Publications — Lakehurst, NJ

February 2017-October 2020

- Wrote full-page business profiles on clients for our newspapers
- Conducted interviews with client ownership

Sports and Advertorial Writer, Salesperson, Intern

About Our Town — Piscataway, NJ

February 2013-October 2020

- Wrote advertorials and kept a sports column