

ABOUT ME

HI, I'M ANA. I'M PASSIONATE ABOUT HEALTHCARE CONTENT. I LOVE TO DEVELOP STRATEGIES & CRAFT CLEAR MESSAGES THAT CONNECT BRANDS TO THEIR TARGET READERS.

CONTACT

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Miami, Florida



EDUCATION

 **FLORIDA STATE UNIVERSITY**
Communications Degree

 **UNIVERSITY OF WEST GEORGIA**
Certificate, Spanish II for Medical Professionals

MEMBER, ASSOCIATION OF HEALTH CARE JOURNALISTS

ANA GASCON IVEY

WRITER | EDITOR | CONTENT STRATEGIST

MY EXPERIENCES

ANA'S CONTENT STUDIO

2017 to present

As a content business owner, I write, edit, and develop campaigns for a variety of healthcare clients. Current and past clients include BiolQ, CMG Health Marketing, Dentistry 4 Children, GoodRx, and UC Berkeley. My posts for GoodRx consistently rank high on Google searches including my No. 1 post about coronavirus masks. I also write health articles for national magazines like Costco Connection.

WEBMD

2017 to 2020

As a contract editor, I worked on a wide range of consumer campaigns for WebMD brand partners such as Cancer Treatment Centers of America, Mayo Clinic, Merck Women's Health, Quakers Oats, Walgreens, and Walmart Health.

FC&A PUBLISHING

2013 to 2017

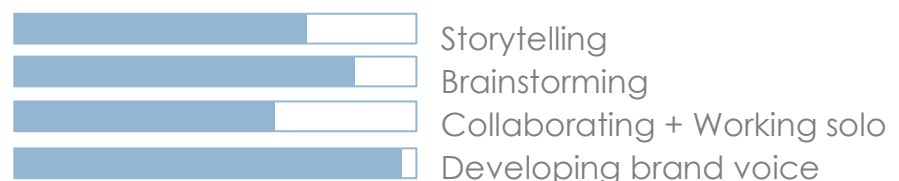
As a writer, I developed, wrote, and edited stories for health books. I also studied medical research and translated it into easy-to-read consumer content.

VARIOUS PUBLICATIONS

Over the years

I started my career as a reporter for a South Florida newspaper. From there, I worked as a feature writer and then as an editor for print magazines.

MY SKILLS



Currently earning a Certificate in Understanding Medical Research from Yale University. Will complete by April 2021.