

Reggie Wilson MS

reggie@wilsonmedicalwriting.com

Profile

Reggie is a versatile and engaging communicator specializing in medical science, wellness, and behavior. His career teaches individuals and communities how understanding health science, community design, and decision processes dramatically improves lives.

Summary

- Simplifies complex health topics with ease
- MS in Medical Sciences
- BS in Food Science and Human Nutrition
- American Council on Exercise (ACE) Certified Personal Trainer and Orthopedic Exercise Specialist
- National Wellness Institute Certified Worksite Wellness Program Manager

Experience

Freelance Medical Writer (August 2016- present)

Wilson Medical Writing LLC, www.wilsonmedicalwriting.com

- Create continuing education materials for healthcare providers
- Write patient education copy for provider websites
- Report news from top researchers and institutions at annual medical conferences
- Launch lay audience health education blog dedicated to behaviors that reduce chronic disease risks
- Develop client base using website design, SEO, social networking, content marketing

Health Education Program Consultant (October 2016- present)

Florida Department of Health in Collier County, Naples

- Create and deliver health education presentations on nutrition, physical activity, ergonomics, built environment to colleagues and community
- Design health behaviors email campaign
- Manage worksite wellness strategy with statewide and CDC Worksite Health ScoreCard standards
- Facilitate and coordinate multi-division worksite wellness committee and meetings
- Educate government and citizen committees (Board of County Commissioners, Metropolitan Planning Organization, Pathways Advisory Committee, Community Traffic and Safety Team) on health impact of the built environment/community design- mixed-used zoning, non-motorized pathways, roadway safety features, intersection density, parks, healthy vending, etc.
- Support health policies and education in worksites, schools, restaurants, grocers, homeowners' associations, and faith-based organizations through community partnerships with Bluezones Project Southwest Florida and Tobacco Free Collier
- Coordinate and promote vendors at government complex weekly farmer's market
- Participate in Department's quality improvement process to improve systems and procedures while supporting accreditation
- Provide education and resources to community health expos

Nutrition Educator (December 2012- October 2016)

WIC and Nutrition Services, Florida Department of Health in Lake County, Clermont

- Built relationships and provide nutrition counseling to culturally diverse clients in 300+ perinatal and pediatric consults per month, averaging 17 per day
- Developed client programming with Department, USDA, and WIC guidelines to improve health outcomes, breastfeeding initiation, and childhood obesity
- Planned, implemented, and revised health education plans by assessing client medical history, health risks, and readiness to change
- Counseled behavior modification techniques to set goals, promote client compliance and progress
- Referred to lactation counselors, dietitians, physicians, tobacco cessation programs, office and supervisory staff as necessary
- Performed quality assurance to ensure all procedures and documents met Department standards

Personal Trainer and Wellness Instructor (January 2016-September 2016)

YMCA Central Florida, Orlando

- Introduced and executed nutrition education programs promoting benefits of balanced diets
- Created and implemented physical education class to reduce health risks for children ages 6-11
- Assessed client body composition, flexibility, strength, cardiovascular fitness
- Individualized training programs based on client health status, goals, fitness level
- Actively listened to identify most effective training demeanor for each client
- Educated, demonstrated, and cued exercise purpose and technique
- Advised management on opportunities for program expansion
- Mentored at-risk youth: encourage community involvement and school attendance
- Planned outreach activities to encourage community participation and fund raising

Client Account Executive (July 2011-December 2012)

Accurate Insurance Mart, Tampa, FL

- Developed connections to cross-sell home and auto insurance to prior insured and new business contacts
- Optimized marketing and prospecting with Customer Relationship Management (CRM) software
- Managed client expectations with expert listening and customer service skills
- Allocated resources to deliver client appreciation programming

Education

National Wellness Institute (NWI) Certified Worksite Wellness Program Manager

American Council on Exercise (ACE) Certified Personal Trainer

Orthopedic Exercise Specialist- 2017

Graduate Certificate in Positive Behavior Support, *University of South Florida, Tampa*

Data-based approach to identifying causes, functions, and solutions for challenging behaviors, Emphasizing behavior modification, 3-tier intervention, counseling, consultation, organizational coordination

Master of Science in Medical Sciences, *University of South Florida, Tampa*

Anatomy, biochemistry, ethics, genetics, pathology, pharmacology, and more

Bachelor of Science in Food Science and Human Nutrition, *University of Florida, Gainesville*

Skills- Conversational Spanish, Microsoft Office