

# ARUNIMA ROY

SENIOR CONTENT WRITER | CLINICAL NUTRITIONIST

## CONTACT

- +91 8347944554
- [royarunima98@gmail.com](mailto:royarunima98@gmail.com)

## SUMMARY

A content specialist with 4+ years of experience blending science with storytelling in the wellness space. I've led content strategy, created impactful educational campaigns and translated complex health topics into clear, engaging copy. With a background in Clinical Nutrition and Chronic Disease Management, I bring both empathy and expertise to everything I write, helping brands build trust, connect with the audience and simplify wellness for real people.

## SKILLS

- Content Strategy
- Scientific Writing
- Brand Storytelling
- SEO Optimization
- Editorial Planning

## TOOLS

- MS Office
- Canva
- Notion
- Jira
- Asana
- Loom
- Freshsales
- WordPress
- Google Analytics
- Mailchimp

## WORKING EXPERIENCE

### TECHNICAL CONTENT MANAGER

*YouCare Lifestyle* | Mar'25 - Present

- Developed and executed a data-informed content strategy aligned with brand voice and regulatory standards.
- Created and edited evidence-based content across digital platforms, including product pages, blogs, newsletters, campaigns and social media.
- Built and maintained the content system for ~200+ SKUs, ensuring accuracy, compliance and SEO optimisation.
- Drove the editorial calendar, prioritising high-impact themes around holistic health and lifestyle medicine.
- Collaborated with R&D, product and marketing teams to ensure content accuracy and alignment.
- Supported product launches and regulatory communications with tailored, science-backed content assets.

## EDUCATION

### • MSC FOOD SCIENCE AND NUTRITION

Mount Carmel College,  
Autonomous, Bangalore

2019 - 2021

### • BSC FOOD AND NUTRITION (HONS.)

The Maharaja Sayajirao University  
of Baroda

2016 - 2019

***Awarded Outstanding Student  
for academic and practical  
excellence***

## CERTIFICATIONS

- Certified Diabetes Educator:  
International Diabetes  
Federation (IDF)
- Diploma in Yogic Nutrition: FAB  
Academy
- FSSAI Food Safety Supervisor  
(Level 2 Manufacturing)
- PET Qualified Candidate
- Microbiome & Human Health  
from Wageningen University
- Biohacking Your Brain's Health  
from Emory University

## LANGUAGES

- Bengali
- English
- Hindi
- Gujarati

### SENIOR QUALITY ANALYST (PROGRAM)

*Breathe Well-being* | Oct 2022 - Feb 2025

- Developed and implemented coaching quality frameworks and feedback systems to standardise care delivery across 80+ health coaches.
- Assessed 10k+ client interactions and backend documentation to ensure protocol adherence in a digital diabetes care model.
- Built quality frameworks, feedback systems and skill-based training programs.
- Led cross-functional efforts to improve consistency and coaching outcomes.
- Conducted regular training and upskilling sessions on therapeutic nutrition, patient communication and chronic care principles.
- Conducted user research to identify barriers and drive retention.
- Supported global growth with scalable training and protocol design.

### LEAD NUTRITIONIST & HEALTH COACH

*healthUp* | Aug 2021 - Aug 2022

- Developed comprehensive care protocols and frameworks for managing chronic conditions.
- Designed and led a 12-month virtual Diabetes Lifestyle Intervention Program, including curriculum creation, client handbooks, and interactive sessions.
- Delivered 1:1 coaching and behaviour-focused interventions to help 60+ clients meet long-term health goals.
- Created and published science-backed content for patient education, awareness campaigns and disease prevention programs.
- Conducted webinars and panel discussions alongside senior cardiologists and diabetologists to drive engagement and education.
- Collaborated with product, content and tech teams to enhance digital care journeys.

### HEALTH COACH

*GOQii Technologies* | Jun 2021 - Jul 2021

- Guided clients in making sustainable lifestyle changes through personalised coaching.
- Interpreted and analysed fitness tracker data to support goal-setting and habit improvement.