SHARON BROCK

310-469-2185 | sharonmbrock@gmail.com | linkedin.com/in/sharon-brock | Portfolio: www.sharonbrock.com

Editorial Director – Health, Wellness, Medical, Longevity Science Communications

Editorial leader with 16 years of experience in health science communications, specializing in translating complex clinical and research findings into accurate, accessible, and engaging content for diverse audiences. Trained at Columbia University Graduate School of Journalism and experienced in short- and long-form content development, with a focus on evidence-based medical storytelling and health-and-wellness education.

Managing Editor of an online magazine at Stanford Medicine featuring research-backed recommendations for longevity and lifestyle medicine. Led editorial planning and strategy, content quality, and publication workflows across multiple digital platforms. Skilled in cross-functional team leadership, meeting facilitation, and producing large-scale webinars that translate scientific research into practical tools for the public.

Best-selling Author of a book on mindfulness for emotional resilience, featured on “Good Morning America.”

AREAS OF EXPERITISE

Editorial Strategy and Oversight | Scientific and Medical Content Development | Publication Planning, Execution, and Marketing | Cross-Functional Team Leadership | Higher Education Communications Expert | UCLA-Certified Mindfulness Educator and Content Creator

PROFESSIONAL EXPERIENCE

Stanford Medicine, Stanford Lifestyle Medicine | July 2023 – June 2026

Senior Editor

- Managing Editor of an online magazine with a 71% open rate; devised editorial calendar and oversaw workflow; researched scientific journals; interviewed Stanford experts; wrote and edited SEO-optimized 1,000-word articles on lifestyle medicine topics including exercise, nutrition, sleep, cognitive enhancement, social connection, stress management, gratitude and purpose, and behavior change.
- Managed a team of freelance writers and facilitated meetings among world-class researchers and physicians.
- Grew the Stanford Lifestyle Medicine email list by 4,400% (400 to 18,000 subscribers) in under three years through targeted content marketing, social media strategy, and consistent, high-quality content for the target audience (aged 50+, educated, interested in longevity).
- Produced six webinars, each attracting 1,000–3,000 registrants, by leading end-to-end content development, coordinating expert speakers, and executing multi-channel social media and email marketing campaigns.

Palo Alto University, External Affairs | August 2021 – July 2023

Content and Communications Manager, Mindfulness Educator

- Researched, interviewed, and wrote blog articles and social media posts highlighting students, alumni, faculty, and staff, boosting the brand and visibility of the University.
- Collaborated with campus communications managers to develop content for internal and external audiences.

Hay House Inc., Balboa Press | May 2018 – September 2021

Mindfulness Expert, Speaker, Content Marketer, Online Course Designer and Teacher

Author of the Bestselling Book, *The LOVEE Method*

- Authored a book and online course on mindfulness for emotional resilience; bestseller in Barnes & Noble and seven Amazon categories; developed social media campaigns, PR initiatives, podcast speaking engagements, and webinar series; eight years of experience teaching and facilitating mindfulness programs.

Beachbody | February 2016 – April 2018

Senior Health Editor, Content Marketer

- Led go-to-market and integrated marketing campaigns for fitness and wellness products; produced SEO-optimized content for the Beachbody blog and managed cross-functional teams and freelance writers.

USC Keck Medicine, Health Sciences PR & Marketing | March 2014 – February 2016

Senior Medical Editor

- Managing Editor of two print publications (Keck MD Magazine and Dean's Report) and produced multimedia content for HSCNews.usc.edu; led freelance writers and oversaw editorial workflow and budget.

UCSF Public Affairs Office | June 2005 – August 2008

Science Writer

- Researched, conducted interviews, and wrote multimedia articles for department newsletters and UCSF.edu.

EDUCATION

Master of Science, Journalism (Concentration: Magazine Writing/Editing)
Columbia University Graduate School of Journalism

Master of Education, K-12 CLAD Teaching Credential – *Dean's Honors; Faculty Award; APLE Scholarship*
Bachelor of Arts, Biological Sciences – *Dean's Honors*
University of California, Santa Barbara