

SHARON BROCK

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Editorial Director – Health, Wellness, Medical Communications

Editorial leader with 16 years of experience in health, wellness, medical, and scientific 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.

Recent Managing Editor of a Stanford Medicine online magazine focused on research-backed articles on longevity, overseeing editorial planning and strategy, content quality, and publication workflows across 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.

AREAS OF EXPERTISE

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 | Bestselling Author featured on “Good Morning America”

PROFESSIONAL EXPERIENCE

Stanford Medicine, Stanford Lifestyle Medicine | 2023 – 2026

Senior Editor

- Managing Editor of an online magazine/newsletter 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 facilitate 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+, 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 | 2021 – 2023

Content and Communications Manager, Mindfulness Teacher

- 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.

Beachbody | 2016 – 2018

Branded Content Editor, Content Marketing

- 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 | 2014 – 2016

Senior Magazine 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.

OTHER CAREER SUCCESS

Hay House Inc., Balboa Press | 2018 – 2021

Mindfulness Expert, Speaker, and Author of Bestselling Book, *The LOVEE Method*

- Authored a book and online program on mindfulness for emotional resilience; developed social media campaigns, PR initiatives, podcast speaking engagements, and webinar series; eight years of experience facilitating mindfulness programs.

EDUCATION

Master of Science, Journalism (Concentration: Magazine Writing)

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