

SUKHMAN REKHI

(916) 471-8841 • sukhmanrekhi@gmail.com • San Francisco Bay Area • she/her

Writer and editor with 10+ years of experience in health, wellness, nutrition, sports, and culture writing. Versed in digital platforms, print publications, and social media. Passionate about giving words meaning and authentically connecting with readers through inclusive storytelling.

RELEVANT WORK EXPERIENCE

Editor, *Health*

Aug 2022 – Present

Dotdash Meredith • New York, NY

- Spearhead the rebrand of Health.com's Conditions A-Z, Nutrition, and Wellness content library, which has grown traffic 96% YoY
- Manage and maintain a team of 55 freelance writers and collaborate with 100+ certified medical reviewers to research, pitch, assign, edit, produce, and publish 40+ stories monthly
- Conduct high-level SEO keyword research and planning on timely and newsworthy health and wellness topics to create accurate, empathetic, and culturally competent content that garners 13 million site readers and 11 million social media followers monthly
- Partner with the social media and design teams to develop illustrations, composite images, videos, and infographics to relay digestible health content in a visually appealing way for on-site articles and social media platforms
- Steer a quarterly diversity package that educates readers about healthcare disparities, rights, and barriers to care in marginalized communities
- Onboard a person-centered health advocate team to incorporate real-life perspectives of people living with health conditions in articles
- Participate in monthly data analysis deep dives to investigate overall site performance and steer editorial strategy for future months
- Train assistant and associate editors in brand guidelines, writing best practices, and SEO analysis
- Collaborate with the product and commerce teams to enhance create new on-site features and test and review wellness products
- Serve as a steering committee member for DDM's AAPI Collective to foster an inclusive community space and plan engaging events

Psychology and Science Freelance Content Writer

Mar 2022 – July 2022

The Berkeley Well-Being Institute • Berkeley, CA

- Authored and edited SEO-driven psychological and scientific articles twice a week on topics such as wellness, mental health, aging, stress reduction, nutrition, and exercise, reaching an audience of 47,000 weekly subscribers
- Contributed blog content to a growing website, garnering an 11% readership increase during the first month in this role

Student Journalist; Freelance Staff Reporter

Oct 2010 – Aug 2014; Jun 2021 – Mar 2022

The Natomas Buzz • Sacramento, CA

- Gathered first-hand reporting details from community members, interviewed experts, fact-checked sources, and photographed events to illustrate compelling stories about the community's culture and lifestyle delivered ahead of schedule in a deadline-driven environment
- Reported bi-weekly news and feature articles in custom CMS for 24,000 readers, gaining 5500 subscriptions in the first six months

Manuscript Peer Reviewer

Jan 2020 – Dec 2020

American Journal of Community Psychology • United States

- Edited two scholarly research articles through an intersectional psychology lens and maintained confidentiality of novel research for three quarterly print journal volumes with an impact factor of 3.55
- Provided constructive and compassionate feedback to authors vis-à-vis readability, cultural competence, originality, and scientific merit

Public Health, Wellness, and Research Staff Writer

Jan 2017 – Jun 2018

University of California Morning Sign Out Magazine • Irvine, CA

- Pitched, researched, and composed two relevant health stories per quarter, while assisting with editorial strategy, utilizing Google Analytics for audience engagement, and upholding brand marketing that adheres to the values of the UC system and its readers
- Worked with a team of 20 peers to improve health literacy and accessibility for college-aged audiences

EDUCATION

MA Psychological Research

Aug 2019 – May 2021

California State University, Long Beach

BA Psychology & BA Public Health Policy

Sep 2014 – Jun 2018

University of California, Irvine

SKILLS

Technical Skills: SEO tools including Semrush and Ahrefs; qualitative and quantitative research; Google, Microsoft & Adobe Suite; Content management systems (CMS) including WordPress and Greenhouse; digital and email marketing; project management; copyediting; AP style writing; AirTable and Asana workflows; graphic design programs including InDesign, Illustrator, and Canva; data analysis programs including Google Analytics and Looker Studio; social media including Instagram, Twitter/X, TikTok, Facebook, and Pinterest

Soft Skills: Rapport building; emotional intelligence; balance in self-sufficiency and team collaboration; creative storytelling; active listening; attention to detail, second to only Marie Kondo in organizational abilities; public speaking; fluent in English, Hindi, and Punjabi; highly receptive to new skill development

Writing & Editing Portfolio: <https://www.sukhmanrekhi.com/>