AMBER BRENZA

Health Editor & Content Strategist

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PROFILE

Health editor and content strategist with 11+ years of experience turning complex research into rigorous, accessible journalism. Directed daily coverage and content strategy for HEALTH, reaching more than 134 million readers annually, while managing editors, freelance contributors, and a $540,000 budget. Conceives and top-edits award-winning packages, builds AI-assisted editorial tools with accuracy safeguards, and partners with product, data, and growth teams. Deep expertise in GLP-1 medications, weight management, longevity, nutrition, and fitness, backed by NASM Certified Personal Trainer credentials.

KEY SKILLS

Assigning & Top Editing • Story Development • Feature & Narrative Editing • Content Strategy • Health & Science Communication • Research & Data Translation • AI-Assisted Editorial Tools • Cross-Functional Collaboration • Team Leadership & Mentorship • SEO & Audience Insights • Budget Management

PROFESSIONAL EXPERIENCE

Associate Editorial Director, HEALTH

People Inc. (formerly Dotdash Meredith) *Feb 2022 – Oct 2026*

- Led day-to-day coverage decisions for HEALTH, which reached more than 134 million readers annually, approving nearly all pitches and setting publishing priorities across news, service journalism, and features in partnership with the growth team.
- Managed three editors, hired jointly with the general manager; two earned promotions in 2026. Conducted twice-yearly performance reviews, provided close coaching, and top-edited all work by the newly promoted assistant editor.
- Conceived HEALTH's digestive-health survey, developed it with the data team, and shaped and top-edited the six-part package, which won Gold at the 2025 Digital Health Awards.
- Developed editorial packages from survey findings on GLP-1 use and longevity, shaping story ideas, overseeing assignments, and top-editing each piece.
- Introduced a collaborative headline-review process that expanded across HEALTH and was adopted by other People Inc. brands; made final headline decisions in reviews.
- Built AI-assisted editorial tools for team-wide use, including a news strategist that weighed new research against evidence safeguards, plus tools for headline evaluation, assignment memos, and scientific citations.
- Oversaw an annual editorial budget of approximately $540,000 and coordinated freelance contributors.
- Edited news, service stories, and features, led efforts to refine HEALTH's editorial voice, and directed visuals editors on illustrations for larger features.

Deputy Conditions Editor, HEALTH

People Inc. (formerly Dotdash Meredith) *Mar 2021 – Feb 2022*

- Built and scaled HEALTH's Condition Centers, conceiving editorial coverage and launching 100+ medically reviewed evergreen articles across health verticals.
- Streamlined workflows across freelancers, fact-checkers, and medical reviewers, improving editorial quality, consistency, and E-E-A-T standards.
- Directed coverage strategy for HEALTH's highest-performing topics, identifying newsworthy angles and reader questions that drove sustained engagement.

Senior Editor, HEALTH
People Inc. (formerly Dotdash Meredith) *Jul 2019 – Mar 2021*

- Conceived and edited editorial series exploring health, culture, and identity, including Diet Culture in the Age of Body Positivity, recognized for its inclusive reporting.
- Led HEALTH's COVID-19 coverage, assigning and editing evidence-based reporting that translated rapidly changing science into clear, trustworthy guidance.

Digital Health Editor, Women's Health
Hearst Magazines *Apr 2018 – Jul 2019*

- Edited and produced 8–10 health stories daily, ensuring accuracy, strong narrative structure, SEO performance, and a consistent editorial voice.
- Identified emerging health topics using audience insights and search trends to inform editorial planning.

Snapchat Editor, SELF
Condé Nast *Jul 2017 – Apr 2018*

- Led editorial vision for Snapchat Discover, conceiving and editing three weekly mobile-first editions for Gen Z and millennial audiences.
- Unified copy and visuals into interactive storytelling with design and product teams; managed staffing, production schedules, and approvals.

Associate Editor, Dr. Oz The Good Life
Hearst Magazines *Jul 2016 – May 2017*

- Edited and produced health, nutrition, and lifestyle journalism across print and digital platforms.
- Assigned and edited reported features, owned recurring print columns, and developed original video concepts.

Assistant Editor, Prevention
Rodale, Inc. *Jan 2015 – Jul 2016*

- Reported, edited, and translated complex medical research into engaging, accessible service journalism for front-of-book and back-of-book print sections.

EDUCATION & CERTIFICATION

Syracuse University | M.A., Journalism • **Ithaca College** | B.A., Writing
National Academy of Sports Medicine (NASM) | Certified Personal Trainer (CPT)

SELECTED RECOGNITION

2025 Digital Health Awards | Gold, Digital Health Media Article Series
2020 FOLIO: Eddie & Ozzie Awards | Series of Articles Winner
2020 Association of Health Care Journalists | New York Fellow
2018 National Magazine Awards for Print & Digital Media | Inaugural Social Media Award