

hello!

MEET

Archana Ram is a freelance writer with expertise in journalism, blogging, and social media. She covers travel, food, health, style, weddings, and more, with an emphasis on San Diego and Baja.

CONNECT

archana@mysocaldlife.com

   @archanapram

GET TO KNOW

She backpacked through 14 countries from 2011-12.

She is trained in Indian dance.

She ran the 2006 Chicago and 2009 NYC Marathons.

EXPERIENCE

FREELANCE (1.13 - Present)

Writer

Stories have appeared in *Travel + Leisure*, *Afar*, *Sunset*, *Vogue.com*, *CondeNastTraveler.com*, *Delta Sky*, *WestJet*, *Brides California*, and more

SAN DIEGO MAGAZINE (7.15 - Present)

Editor

- Write and edit FOB sections (food/drink, arts/culture) and feature stories on food, travel, and more
- Collaborate with art director on images and layouts
- Manage freelancers and interns

MY SO CAL'D LIFE blog (1.13 - 9.15)

Lifestyle blogger, mysocaldlife.com

Wrote, edited, and photographed blog about best things to see, eat, and do in Southern California

GG BENITEZ PUBLIC RELATIONS (1.13 - 3.14)

Communications strategist

Worked with print and online outlets on targeted campaigns and media placement for 7 clients; edited and managed press kits and one-sheets

ENTERTAINMENT WEEKLY (7.09 - 8.11)

Editorial assistant

- Reported and wrote stories for news, style, TV, and blogs
- Appeared on *Today* show, *Entertainment Tonight*, and ABC News

PEOPLE STYLEWATCH (10.07 - 7.09)

Editorial assistant

Reported and fact-checked features

SKILLS

AP Style, InCopy, Wordpress, Facebook, Twitter, Instagram, Pinterest, media trained for TV and radio

EDUCATION

Northwestern University, B.S. in journalism & psychology