

Eugene Cheng

☎ (408) 596-0931 | ✉ cheng.maochun1@gmail.com
🌐 eugenemccheng.github.io |  mao-chun-eugene-cheng

Education

Sep 14 – Jun 18	University of California, Santa Barbara Political Science B.A. Political Theory Philosophy B.A. Ethics & Public Policy
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Experience

Mar 20 – Present	Customer Care Content Writer – New Operations & Care Tonal San Francisco, CA <ul style="list-style-type: none">- Create knowledge base articles, troubleshooting guides, and user manuals- Participate in product syncs to secure content requirements and mitigate future contact drivers- Adapt internal SOPs to customer-facing resources- Monitor user sentiment in cases and forums to advise on content needs
May 19 – Feb 20	Content Writer – gTech Product and Tools Operations Google (via Cognizant) San Jose, CA <ul style="list-style-type: none">- Provided end-to-end support for Google Ads help content requests- Served as Performance pod lead, responsible for product expertise and triaging- Conducted content and process QA and identified key areas for improvement- Interfaced with content strategists to deliver client-vendor workflow improvements- Developed onboarding plan that reduced new-hire training period by 50 percent
Aug 18 – May 19	Content Producer POPeye Media Los Angeles, CA <ul style="list-style-type: none">- Supported full-funnel content initiatives for email, web, and social media campaigns- Produced blog articles, social media copy, scripts, and proposals- Improved artist intake workflows for optimization and brand alignment- Cultivated partnerships with artists, media outlets, and other content creators
Apr 17 – Oct 17	Editorial Intern – Arts & Entertainment, Living The Santa Barbara Independent Santa Barbara, CA <ul style="list-style-type: none">- Wrote weekly articles covering local events and human interest topics- Met strict print deadlines while adhering to the Independent's editorial standards- Arranged and conducted artist interviews under terms negotiated with artists' management- Worked with photo and graphic teams to ensure deliverables are met

Skills

Writing – B2B | B2C | Blog writing | Developer documentation | Product tutorials | QA | SaaS | SEO
Languages – CSS | HTML | XML
CMS – Salesforce Knowledge | Squarespace | WordPress
Reporting – Data Studio | Metabase | Salesforce Reports
Tools – Adobe Photoshop | Asana | Confluence | G Suite | GitHub | JIRA | Lucidchart | Microsoft Office | Trello