

Eugene Cheng

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Education

Sep 2014 – Jun 2018	University of California, Santa Barbara Political Science B.A. Political Theory Philosophy B.A. Ethics & Public Policy
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Experience

May 2019 – Present	Content Writer, gTech Product and Tools Operations (gPTO) Google (via Cognizant) <ul style="list-style-type: none">– Provide end-to-end support for help center content requests, which includes meeting with stakeholders, drafting, HTML coding in proprietary CMS, and overseeing localization queries– Conduct QA reviews in accordance to Google style/formatting guides and content models– Use internal data visualization tools and pivot tables in Google Sheets to audit team workload and ensure writers meet SLA timeline– Troubleshoot technical issues with internal tools (bug tracker, CMS, localization platform)– Developed three-week training course that halved the team's standard onboarding period
Aug 2018 – May 2019	Marketing Content Manager POPeye Media <ul style="list-style-type: none">– Drafted email newsletters, social media copy, and scripts for video content– Scouted and initiated working relationships with artists and other content creators– Acted as artist liaison for events, music video shoots, and marketing packages– Designed and maintained website using Squarespace
Jun 2017 – Jun 2018	Content Writer Nüsense Collective <ul style="list-style-type: none">– Contributed weekly blog posts to support music label's artist outreach efforts– Managed content publishing calendar in conjunction with track release schedule– Produced copy for landing pages and social media (Facebook, Instagram)
Apr 2017 – Oct 2017	Editorial Intern, Arts and Entertainment/Living The Santa Barbara Independent <ul style="list-style-type: none">– Wrote weekly articles (400-1500 words) based on assignments from editor-in-chief– Arranged interviews, communication guidelines, and press access with artists' agencies– Iterated with editors to maintain Independent's voice and quality standards

Skills

Writing – Auditing | B2B and B2C content writing | Copy editing | Creative writing | Email copywriting | Enterprise Content Management System | Instructional design | QA | SEO | Social media copywriting (Facebook, Instagram)
Coding – HTML (proficient) | CSS (proficient) | JavaScript (basic) | Markup (basic)
Computer and Office – Adobe Creative Suite (Photoshop, InDesign) | Microsoft Office (Excel, PowerPoint, Word) | G Suite (Docs, Drive, Forms, Sheets, Slides) | Slack | Squarespace | Trello | WordPress
Languages – English | Mandarin Chinese (Traditional)

Student organizations

Spoon University @ UCSB – Editorial Director
WORD Magazine – Writer