Eugene Cheng

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Education

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

Experience

Customer Care Content Writer – New Operations & Care
Tonal | San Francisco, CA

Mar 20 – Oct 20

- 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

Content Writer – gTech Product and Tools Operations
Google (via Cognizant) | San Jose, CA

May 19 – Feb 20

- 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

Content Producer
POPeye Media | Los Angeles, CA

Aug 18 – May 19

- 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

Editorial Intern – Arts & Entertainment, Living
Santa Barbara Independent | Santa Barbara, CA

Apr 17 – Oct 17

- 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