

MATTHEW BENUSA

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EDUCATION

Carnegie Mellon University, Pittsburgh, PA Aug. 2018 - May 2021

- Bachelor of Arts in English and Film Studies with Honors

WORK EXPERIENCE

Publisher, *The Young Turks* June 2021 - current

- Respond quickly and accurately to breaking news ensuring timely publication of content
- Manipulate graphics for social media posts using licensed or owned images
- Track analytics like average watch-time, viewer demographics, and platform-based engagement metrics to stay up with trends and reach the core audience

Communications Intern, *Genetics Society of America* June 2020 - Aug. 2020

- Draft posts for Twitter, LinkedIn, and Instagram promoting long-form scientific content
- Edit and proofread web pages and blog posts using Chicago Style and in-house style

Editor-in-Chief, *The Tartan* Dec. 2019 - Dec. 2020

- Pilot an online engagement strategy by building a newsletter and improving social media presence by posting on Twitter, Instagram, and TikTok to increase brand awareness
- Maintain accuracy and editorial standards across news, entertainment, opinion, tech, and sports with a team of editors using fact-checking methods and AP style
- Manage relationships with public participants in the writing and editorial processes

Sports Editor, *The Tartan* Dec. 2018 - Dec. 2019

- Write and edit articles, like game recaps, analysis, and feature stories, primarily for sports
- Communicate with other staff to add visual content, while taking photos when needed
- Design weekly print layouts using InDesign and web layouts with an in-house CMS

SKILLS

Adobe Suite: InDesign, PhotoShop, Premiere

Style Manuals: Chicago, AP

Content Management: WordPress, Contentful

Writing: News, Sports, Marketing

Social Media: YouTube, Facebook, Twitter

Personal: Creative, Critical Thinker

VOLUNTEER WORK

GED Tutor, *Literacy Pittsburgh* Sept. 2021 - current

- Prepare math and reading lessons for a Beginner level student studying to earn their GED
- Teach essential grammar and vocabulary to an ESL student while working through communication barriers