

Matthew Benusa

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EDUCATION

Carnegie Mellon University, Pittsburgh, PA

Aug. 2018 - May 2021

- Bachelor of Arts in Literary and Cultural Studies and Film with Honors

WORK EXPERIENCE

Video Publisher, *The Young Turks*

June 2021 - current

- Respond quickly to breaking news to ensure timely publication of content
- Photoshop graphics for thumbnails and social media posts using licensed or owned photography and video
- Track analytics like average watch-time, viewer demographics, and platform-based engagement metrics to stay up with trends and understand and expand on the core audience

Editorial Intern, *The Northside Chronicle*

Aug. - Dec. 2020

- Write weekly news content relevant to Northside restaurants, bars, and sports
- Profile a local Northsider for a capstone project using enterprise reporting skills

Editor-in-Chief, *The Tartan*

Dec. 2019 - Dec. 2020

- Pilot an online engagement strategy by building a newsletter and improving social media presence with regular posts on Twitter, Instagram, and more to increase brand awareness
- Fact-check and copy-edit all Tartan-related publications, including articles and social media, to AP style and in-house style for print and online publication using a CMS
- Maintain brand standards across content including news, entertainment, and sports

Sports Editor, *The Tartan*

Dec. 2018 - Dec. 2019

- Write and edit articles, like game recaps, analysis, and feature stories, primarily for sports
- Communicate with photo and art staff to add visual content and take photos myself when staff was unavailable
- Build relationships with trusted sources for staff and athletes at the university

SKILLS

Adobe Suite: InDesign, PhotoShop

Content Management: Contentful, WordPress

VOLUNTEERING

GED Tutor, *Literacy Pittsburgh*

Sept. 2021 - current

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