

Matthew Benusa

610-781-5496 || benusamatt@gmail.com || [linkedin.com/in/matthew-benusa](https://www.linkedin.com/in/matthew-benusa)

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

Aug. 2018 - May 2021

- Bachelor of Arts in English and Film Studies with Honors

WORK EXPERIENCE

Communications Associate, *Genetics Society of America*

June 2022 - current

- Create social media campaigns for conferences, sponsored events, and general purposes
- Write and edit web content, newsletters, and blogs using Chicago Style and in-house style
- Strategize with other departments on best practices for scientific and general audiences

Publisher, *The Young Turks*

June 2021 - March 2022

- 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

SKILLS

Adobe Suite: InDesign, PhotoShop, Premiere

Style Manuals: Chicago, AP

Content Management: WordPress, Contentful

Personal: Creative, Critical Thinker

VOLUNTEER WORK

GED Tutor, *Literacy Pittsburgh*

Sept. 2021 - April 2022

- 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

AWARDS

Golden Quill Finalist, *Western PA Press Club*

- ‘WYEP-FM’s Joey Spehar is Northside born and bred’ for The Northside Chronicle

Student Undergraduate Research Fellowship, *Carnegie Mellon University*

- Write, produce, and direct a film adaptation of the classical Greek tragedy *The Eumenides*