

Matthew Benusa

benusamatt@gmail.com || [linkedin.com/in/matthew-benusa](https://www.linkedin.com/in/matthew-benusa) || www.matthewbenusa.xyz

EDUCATION

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

- Bachelor of Arts in English and Film Studies with Honors

WORK EXPERIENCE

Communications Specialist, <i>Genetics Society of America</i>	June 2022 - current
--	---------------------

- Create marketing campaigns for conferences, sponsored events, and general purposes
- Track campaign success and brand exposure with multi-channel analytics
- Collaborate across departments on best content practices for scientific audiences

Freelance Writer, <i>Multiple</i>	June 2022 - current
--	---------------------

- Produce arts and human interest stories with editors at publications of interest
- Collaborate on social media promotion to increase story and brand presence

Editorial Intern, *The Northside Chronicle* Sep. 2020 - 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

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

SELECT PUBLICATIONS