

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

Communications Specialist, *Genetics Society of America* June 2022 - current

- Create marketing campaigns for conferences, sponsored events, and general purposes
- Develop multi-channel social media campaigns to increase community engagement
- Collaborate across departments on best content practices for scientific audiences

Publisher, *The Young Turks* June 2021 - March 2022

- Respond quickly and accurately to breaking news ensuring timely publication of content
- Manipulate licensed or owned images with Photoshop for social media graphics
- 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

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

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

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, opinion, and other sections

AWARDS

Golden Quill Finalist, *Western PA Press Club*

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