

# Matthew Benusa

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## EDUCATION

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

- Bachelor of Arts in English and Film Studies with Honors

## WORK EXPERIENCE

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**Communications Specialist**, *Genetics Society of America* 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**, *Multiple* 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

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[“Shadyside’s cozy new bookstore”](#) for Pittsburgh Institute of Nonprofit Journalism (PINJ)

[“Paola Corso’s photography and poetry find life on Pittsburgh’s vertical bridges”](#) for PINJ

[“Northsider recognized for outstanding work in animal welfare”](#) for The Northside Chronicle

[“Campus libraries are almost out of storage space”](#) for The Tartan

## SKILLS

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**Social Media:** Instagram, YouTube, TikTok

**Digital Marketing:** Email, Content

**Adobe Suite:** InDesign, Photoshop, Premiere

**Style Manuals:** Chicago, AP

**Content Management:** WordPress, Contentful

**Personal:** Creative, Analytical

## VOLUNTEER WORK

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**GED Tutor**, *Literacy Pittsburgh*

Sept. 2021 - April 2022

**Editor-in-Chief**, *The Tartan*

Dec. 2019 - Dec. 2020

## AWARDS

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**Golden Quill Finalist**, *Western PA Press Club*

- “WYEP-FM’s Joey Spehar is Northside born and bred” for [The Northside Chronicle](#)