

Matthew Benusa

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PROFESSIONAL EXPERIENCE

Communications Specialist, Genetics Society of America June 2022 - current

- Plan and execute marketing campaigns to support conferences, sponsored events, and brand recognition via email marketing channels and various social media platforms.
- Monitor campaign success using key performance indicators across multi-channel analytics.
- Lead early career engagement campaigns that saw 100% growth in program applications over two years.
- Maintain budgets and manage physical inventory of marketing collateral for distribution at conferences.

Freelance Writer, Multiple Publications June 2022 - current

- Identify relevant article topics for target publications and compose pitch materials.
- Compose arts and human interest stories with editors at publications of interest.

Editorial Intern, The Northside Chronicle September 2020 - December 2020

- Deliver weekly news content to support publication's focus on neighborhood cultural happenings.
- Profile a local personality for a Golden Quill nominated capstone article using enterprise reporting skills.

Communications Intern, Genetics Society of America June 2020 - August 2020

- Draft social media marketing posts and optimize across various platforms to promote published content.
- Revise marketing, executive, and grant proposal materials to align with style guidelines, brand standards, and audience expectations.
- Collaborate across engagement, events, and publishing departments to support communication needs.

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

- Bachelor of Arts in English and Film Studies with University Honors

SELECT PUBLICATIONS

["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

SKILLS

Social Media: Instagram, LinkedIn, Twitter

Digital Marketing: Email, Website

Adobe Suite: InDesign, Photoshop, Premiere

Style Manuals: Chicago, AP

CMS: WordPress, Contentful, GitHub

VOLUNTEER WORK

GED Tutor, Literacy Pittsburgh

Sept. 2021 - April 2022

Editor-in-Chief, *The Tartan*

Dec. 2019 - Dec. 2020

AWARDS

Golden Quill Finalist, *Western PA Press Club*

- "WYEP-FM's Joey Spehar is Northside born and bred" for [The Northside Chronicle](#)