

Matthew Benusa

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PROFESSIONAL EXPERIENCE

Communications Specialist, URA of Pittsburgh October 2024 - current

- Create digital and print marketing packages for affordable housing and small business opportunities by writing content, taking photography, and designing graphics.
- Promote departmental efficiency and improve cross-departmental communication by introducing automated task tracking with project management software.
- Build a trustworthy brand identity with speechwriting, content writing, press releases, and social media that includes community voices and government and nonprofit partners.
- Navigate changing market and political dynamics through press statements and recurring maintenance of public-facing communications assets like flyers, powerpoints, and websites.

Communications Specialist, Genetics Society of America June 2022 - October 2024

- Plan and execute marketing campaigns to support conferences, sponsored events, and brand recognition via email marketing channels and various social media platforms.
- Lead early career engagement campaigns that saw 100% growth in program applications over two years.
- Maintain budgets and physical inventory of newly designed and re-ordered marketing collateral for distribution at flagship 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 culture.
- 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 using brand guidelines and algorithm-based optimization to promote GSA and their 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 for conferences, journals, and membership campaigns.

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

- Bachelor of Arts in Film Studies and Literature and Culture 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

AWARDS

Golden Quill Finalist, *Western PA Press Club*

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