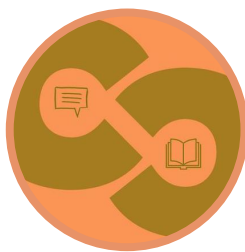


# Chelsea Cunningham

## Content Specialist

Versatile wordsmith with a journalism background and a passion for creating meaningful content experiences.



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## WORK EXPERIENCE

### Content Specialist/ Curator Tech-Pro LLC and Vaco at Google

01/2019 - Present

Austin, Texas

#### Achievements/Tasks

- Partnered with global cross-functional teams for launch of first smart audio news playlist for millions of daily active users on Google Assistant and Google Podcasts.
- Designed curation taxonomy and internal help content to scale team from 6 to international team of 40.
- Resolved curation pain points for 5 shifts by drafting ad hoc documentation to align with stakeholder business goals.
- Tracked data daily for monthly content audit, which expanded AI research and analytics for product teams.
- Curated and published diverse content for more than 40 international publishers.

### Digital Content Producer TEGNA

06/2016 - 12/2018

Austin, Texas

#### Achievements/Tasks

- Guided voice and tone of KVUE News with social media audience exceeding 600,000 and website with 1 million unique monthly visitors.
- Authored, drafted, and proofread content for web and mobile experiences daily for 47 TEGNA-affiliated brands under tight deadlines.
- Managed Concordia University partnership for digital team and collaborated with sales and marketing on content standards for 3 social media platforms.
- Architected content strategy of Amazon Alexa skill with stakeholders, resulting in improved understanding of user needs and brand recognition for KVUE News.

### Associate Producer TEGNA

06/2015 - 06/2016

Austin, Texas

#### Achievements/Tasks

- Constructed 30- and 60-minute newscasts weekly for households across 35 counties in Central Texas.
- Wrote video content scripts, designed visuals, coordinated cross-functionally, and resolved issues in fast-paced, high-stress environments with changing priorities.
- Crafted microcopy, within strict character limit, daily for breaking news alerts pushed to 150K mobile app users.

### Content Producer Gannett

01/2015 - 05/2015

Denver, Colorado

#### Achievements/Tasks

- Chosen as 1 of 3 candidates across nation for 5-month long journalism professional development program.
- Wrote, shot, and produced news stories for television, web, and social media channels with audience exceeding 850,000.
- Published 20 articles across Gannett publications, including USA Today.

## EDUCATION

### Radio, Television, and Digital Media: Electronic Journalism Southern Illinois University at Carbondale

## SKILLS

#### Content writing



#### Interviewing



#### Verbal and written communication



#### Content optimization



#### AP style



#### Stakeholder interviews



#### Research



#### Data analysis



#### A/B Testing



## ACHIEVEMENTS

### Co-recipient of 2019 Regional Edward R. Murrow Award

Won in the large market television division for social media excellence.

## CERTIFICATES

### Lean Six Sigma White Belt Certification (12/2020 - Present)

### UX Writers Collective Certification (12/2020 - Present)

(Estimated completion: March 2021)