



CHRIS CUEVO

○ CONTACT ○

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Twitter & Instagram:
@itsjustchris

Twitch Affiliate:
@tackey

○ SKILLS ○

Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Adobe After Effects
Adobe Premiere Pro
Final Cut Pro X
WordPress
Jira
Trello
Google Ads
Google Analytics
HTML, CSS, JS

📁 WORK EXPERIENCE

○ Freelance Journalist – *Inven Global*

February 2019 – Present

- Interview esports players and full-time streamers to obtain information about their personal ambitions.
- Leverage SEO principles when publishing articles and advertising on Twitter, Facebook, and Reddit.
- Pitch and develop articles ranging from recent events around the esports climate.
- Write engaging features about general gaming and esports.

○ Pharmacy Program Specialist – *Inland Empire Health Plan*

August 2014 – Present

- Process prior authorizations requests for patients in the Riverside and San Bernardino counties.
- Bridge communications with various teams to inform clinical decisions and ensure regulatory compliance within strict deadlines.
- Monitor general and project workflows; optimize efficiency across all phases of development.

○ Freelance Writer – *GINX TV Esports, VPEsports, Upcomer, & Overwatch Score*

February 2018 – January 2019

- Composed recap articles and report current news relating to Overwatch League using WordPress.
- Pitched article features like play breakdowns and power rankings to the managing editor.
- Conducted interviews with esports players and personalities at the Blizzard Arena and LCS Studio about their matches, news surrounding their team, or state of the game; created player profiles.

○ Staff Writer – *Echo Fox*

March 2017 – October 2018

- Produced team-related recaps, news, and player profiles using Google Docs and Discord.
- Coordinated activities with the lead editor to inform updates such as team announcements.
- Scheduled graphics/article submissions with the social media manager.
- Drove adherence to specific deadlines using Trello.

○ Freelance Writer – *Clickon eSports*

June 2017 – November 2017

- Pitched and authored articles, including special features, using Slack.
- Marketed the site and new content releases through Twitter, Reddit, and Facebook.

○ Social Media Specialist – *Esportspedia*

November 2016 – September 2017

- Optimized the engagement of 40k followers across social media platforms such as Twitter and Facebook.
- Partnered with the CEO and Marketing Director to identify opportunities to grow Instagram and Snapchat audiences.
- Interpreted social media analytics; devised various methods to engage esports communities.

 EDUCATION

University of California, San Diego Extension

Digital Marketing Specialist Certification

California State Polytechnic University, Pomona

Bachelor of Science in Biology