

Christopher Cuevo

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EDUCATION **California State Polytechnic University, Pomona** - Bachelor of Science in Biology
University of California, San Diego Extension - Digital Marketing certification

EXPERIENCE **Freelance Journalist – Inven Global** *February 2019 – Present*

- Interview Overwatch League players about their matches and delve more into their personal ambitions
- Analyze SEO using Google Analytics when posting articles and advertising in various social media outlets like Twitter, Facebook, and Reddit
- Pitch various articles ranging from recent events to columns revolving around the esports climate to the content manager
- Write various features around general gaming and esports

Pharmacy Program Specialist - Inland Empire Health Plan, Rancho Cucamonga, CA *August 2014 – Present*

- Analyze prior authorization requests for patients in the Riverside and San Bernardino counties
- Coordinate with the Quality Assurance team to ensure clinical decisions are formed and meeting regulatory compliance within a strict deadline
- Oversee multiple projects, monitor workflow, and optimize efficiency across all phases of development

Freelance Writer – GINX TV Esports, VPEsports, Upcomer, and Overwatch Score *February 2018 – January 2019*

- Composed recap articles and report current news relating to Overwatch League using Wordpress
- Collaborated and pitch article features to the managing editor like play breakdowns and power rankings
- Coordinated 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, and create player profiles

Staff Writer - Echo Fox *March 2017 – October 2018*

- Produced articles relating with the team such as recaps, news, and features like player profiles using Google Docs and Discord
- Convened with the lead editor to inform updates such as team announcements
- Scheduled and coordinated article submissions with the social media manager for graphical submissions under specific deadlines using Trello

Freelance Writer - Clickon eSports *June 2017 – November 2017*

- Pitched and composed articles such as special features to engage fans in various esports using Slack
- Advertised the site when new content is released through social media like Twitter, Reddit, and Facebook

Social Media Specialist - Esportspedia *November 2016 – September 2017*

- Engaged over 40,000 followers across social media platforms such as Twitter and Facebook
- Collaborated with Chief Executive Officer and Marketing Director to improve engagement on platforms such as Instagram and Snapchat
- Reviewed social media analytics with management and designed various methods to engage esports communities

SKILLS

- Profound ability to multitask in a fast-paced environment
- Proficient use with Adobe programs like Photoshop, Lightroom, After Effects, and Premiere Pro
- Intermediate knowledge at using Final Cut Pro X
- Knowledgeable with Wordpress, utilizing Google Ads, and monitoring metrics with Google Analytics
- Basic knowledge of HTML, CSS, and JavaScript