

## Christy Kuesel

ckuesel391@gmail.com

christykuesel.journoportfolio.com

### EXPERIENCE

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#### Lionbridge—Content Specialist

July 2020-Present

- Created all content for new games microsite, including establishing brand voice/guidelines: games.lionbridge.com.
- Research and write 3-4 blog posts per month for SEO, specializing in games, eLearning and interpretation services.
- Write daily newsletter for Lionbridge sales team featuring marketing updates, sales enablement and social content.
- Leverage expertise of internal Subject Matter Experts to create whitepapers and case studies to highlight key Lionbridge services and partnerships.
- Pitch and write articles for external publications to promote Lionbridge services.

#### Artsy—News Editorial Intern

August 2019-February 2020

- Wrote and fact checked daily 300-word news blurbs on a deadline for inclusion in daily afternoon newsletter.
- Wrote 2-4 reported pieces on art and the art market per month for the world's most read online art publication.
- Fact checked 5+ articles per week, checking for accuracy, spelling/grammar and adherence to Artsy Style Guide.
- Maintained database of all major upcoming art shows worldwide for use by editorial team.
- Helped manage outreach to prominent art world figures for Artsy's End of the Decade Campaign.
- Wrote 13 stories and 145 news blurbs over internship; continue to contribute and fact check content as freelancer.

#### Duke Chronicle (Student Newspaper)—Recess (arts and culture section)

Fall 2015-April 2019

- *Recess Editor* (2018-2019)—Ran arts and culture section, including overseeing 9 editors and training 4 staff writers, pitching stories, editing and fact checking 6-8 articles per week, running social media, fielding story requests and overseeing print production each week. Transitioned Recess from weekly to daily digital production.
- *Culture Editor* (2017-2018)—Developed 3-5 story ideas weekly relating to pop culture trends and culture on campus and in Durham, edited 2-3 stories for staff writers weekly, paying attention to AP Style and clarity.
- *Recess Managing Editor* (2016-2017)—Created print layout for Recess weekly with Adobe InDesign and Photoshop, helped oversee staff of 5 editors and 2 staff writers, promoted articles on Facebook and Twitter.
- *Staff Writer* (2015-2016)—Wrote stories weekly primarily relating to arts and culture on campus and in Durham.
- Published 72 articles in Duke Chronicle.

#### Durham Herald Sun Newspaper—Newsroom Intern, Durham NC

Summer 2018

- Wrote 12 articles for the *Herald Sun*, covering issues including dogfighting in NC and HIV prevention.

### EXTRACURRICULAR ACTIVITIES

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#### Duke Wired! Lab “Statues Speak”—Project Assistant

Fall 2015-Spring 2017

- Conducted archival research on statues on Duke's campus and wrote narratives on the statues.
- Recorded prominent Duke faculty, including Duke presidents Brodhead and Price, reading statues narratives aloud for inclusion on website: <http://statuesspeak.dukewired.net>.

### EDUCATION

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**Duke University:** Graduated May 2019 *cum laude* (GPA 3.84, Dean's List 2015-2019)

B.A. English; Policy, Journalism and Media Studies Certificate; German Minor

Study Abroad Experiences in Berlin (Fall 2017) and Oxford (Summer 2015)

Highest Distinction English Honors Thesis Project: “The Machinations of Sensation: Stimulus, Response and the Irresistible Heroines of the Nineteenth-century Novel”

### SKILLS

Language: Working knowledge of Spanish and German.

Computer: Adobe Photoshop, InDesign and Experience Manager, HTML, Python, Microsoft Suite, Google Analytics.