

CRISSINDA PONDER

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JOURNALISM-RELATED WORK EXPERIENCE

ABUV Media, Reno, Nevada (Remote), *Content Editor*, April 2016-Present

- Drive production of webpage content (including text, interactive tools and data-driven widgets) for ABUV Media's personal finance vertical, MoneyGeek.com, and education verticals, AffordableCollegesOnline.org and AccreditedSchoolsOnline.org.
- Research, outline and assign content (long-form guides and blog posts, as well as contributed articles to partner sites) to freelance writers and editors, with in-house editing to further improve user engagement.
- Ensure content meets a variety of business needs, including market research, SEO best practices and emerging online trends.
- Recruit and grow the capabilities of our freelancer pool.
- Manage special projects to improve editorial processes and/or meet additional business needs.

Bankrate.com, Palm Beach Gardens, Florida, *Mortgage Reporter*, June 2015-April 2016

- Covered mortgage and real estate topics through feature stories, blog posts and other content forms.
- Collaborated with fellow editorial team members to create data-driven reporting projects.
- Pitched, developed and wrote personal finance-related stories on topics including saving money and smart spending.

Bankrate.com, North Palm Beach, Florida, *Insurance Reporter*, September 2013-June 2015

- Covered the insurance beat including topics such as home, life and auto insurance, plus health insurance -- in particular the Affordable Care Act -- through feature stories and blog posts.
- Pitched and wrote personal finance-related feature stories on topics including saving money and smart spending.
- Researched and developed story ideas; wrote assigned stories; worked with editorial team to create data-driven reporting projects.

Bankrate.com, North Palm Beach, Florida, *Copy Editor*, August 2012-September 2013

- Managed the copy flow between the editorial and production teams; worked closely with editors and reporters to present content in a captivating style; compiled and edited columns weekly for publication in newspapers.
- Used AP style to copy edit and fact check daily website editorial content, including stories, newsletters, blog posts and social media (Facebook, Google Plus, LinkedIn, Twitter) content; developed compelling headlines and teases for stories; ensured modules were ready for the homepage to promote content.

HONORS, AWARDS AND PROFESSIONAL AFFILIATIONS

2014 Society of American Business Editors and Writers

Health Care Symposium Fellow

2012 Chips Quinn Scholars Program for Diversity in Journalism Participant

2011-2012 UGA Student Chapter of the National Association of Black Journalists (NABJ) President

2011 Atlanta Association of Black Journalists

(AABJ)/Xernona Clayton-Brady Scholarship Recipient

2011 NABJ/Florida A&M University Multimedia Short Course Participant

2011 Travel Writing in Cambodia Study Abroad

Program Participant/Scholarship Recipient

2011 UGA Alum M. Tyus Butler Journalism Scholarship Recipient

2011 Atlanta Press Club Scholarship Recipient

2010 *Souls of My Young Sisters* Anthology Contributor

2010 UGA Chapter of NABJ Rising Journalist of the Year Award Recipient

SPECIAL SKILLS

WordPress; Microsoft Office; Soundslides; Final Cut Pro; Adobe InCopy, InDesign, Photoshop

EDUCATION

The University of Georgia, Athens, Georgia, Bachelor of Arts in Journalism, *Cum Laude*, May 2012

Major: Magazine Journalism **Minor:** Communication Studies