

# CRISSINDA PONDER

[Crissinda@CrissindaPonder.com](mailto:Crissinda@CrissindaPonder.com) · 770.771.3617 ·

LinkedIn: [LinkedIn.com/in/CrissindaPonder](https://www.linkedin.com/in/CrissindaPonder) · Website: [CrissindaPonder.com](http://CrissindaPonder.com)

## JOURNALISM-RELATED WORK EXPERIENCE

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**TheBalance.com**, New York, New York (Remote), *Freelance Writer*, June 2018-Present

- Cover homebuying and real estate topics by writing assigned stories as well as researching, developing and pitching content ideas.
- Update existing homebuying and real estate content according to SEO best practices.

**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](http://MoneyGeek.com), and education verticals, [AffordableCollegesOnline.org](http://AffordableCollegesOnline.org) and [AccreditedSchoolsOnline.org](http://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 and Copy Editor*, August 2012-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.
- Researched and developed story ideas — including general personal finance-related content; wrote assigned stories; collaborated with editorial team to create data-driven reporting projects.
- 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

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2018 VOX Teen Communications Lindsey Knox  
Volunteer Superhero Award Winner  
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

## EDUCATION

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

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