

CRISSINDA PONDER

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JOURNALISM-RELATED WORK EXPERIENCE

LendingTree, Charlotte, North Carolina (Remote), *Senior Mortgage Writer*, November 2018-Present

- Cover homebuying and real estate topics through articles and feature stories for LendingTree.com by researching, developing and pitching original ideas, as well as creating content for assigned pieces.
- Ensure content follows SEO best practices, increases audience engagement and drives business results.
- Support the content production pipeline through line editing drafts, back reading formatted pieces and processing/publishing in LendingTree's content management system.

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

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

ABUV Media, Reno, Nevada (Remote), *Content Editor*, April 2016-November 2018

- Drove 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.
- Researched, outlined and assigned 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.
- Ensured content met a variety of business needs, including market research, SEO best practices and emerging online trends.
- Recruited and grew the capabilities of our freelancer pool.
- Managed 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.
- 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

2020-21 Ezra Leadership Coaching Program Participant

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 Travel Writing in Cambodia Study Abroad Program Participant

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

EDUCATION

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

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