

Kevin Podas

CONTACT:

(630) 207-8930

kevin.podas@gmail.com

[LinkedIn](#)

PORTFOLIO:

[Kevinpodas.com](#)

SKILLS:

- Copywriting
- Content Creation
- Editing (Audio, Image, Video)
- Email Marketing
- Headline Writing
- Product Research & Development
- Search Engine Optimization (SEMrush, Google Analytics)
- Social Media Marketing
- Canva Image Creation
- Web Content Creation
- Web Design (HTML, WordPress)

REFERENCES:

Available upon request

EXPERIENCE

Palette Swap - Remote

Co-Founder / Editor | January 2024 – Present

- Founded a brand-new gaming publication and YouTube channel that reached 10K followers across social media within 3 months.
- Leads editorial meetings to determine content calendar for the coming weeks.
- Writes, edits, and distributes a wide array of written content as well as both short-form and long-form video content.
- Utilizes SEO platforms SEMRush and Google Analytics to track site performance.
- Actively monitors trending content to ensure maximum performance on socials.
- Provides helpful feedback for freelance writers to improve their craft and maintain a consistent level of quality across the team.

Nintendo Life - Remote

Freelance Content Writer | May 2023 – Present

- Ensures feedback from content reviews are finalized and applied within a structured timeline.
- Actively contributes to the editorial process via the clear communication of ideas.
- Frequently assesses industry news, reviews, and trends to inspire relevant and engaging content.
- Accurately locates, cites, and references applicable quotes and images to accompany each article.
- Successfully expresses my perspective and opinions on a wide variety of gaming related topics.

Hard Drive Magazine - Remote

Managing Editor | September 2023 – January 2024

- Facilitated the growth of site traffic by 40% through a continued and consistent output of content.
- Secured profitable sponsored content contracts with large publishers and digital entertainment companies (i.e., Limited Run Games, Devolver Digital)
- Encouraged the steady production of high-quality content by hosting regular collaborative content reviews.
- Maintained and refined the publication's overall tone and identity through the editing, creation, and publication of both written and video content.

Hard Drive Magazine - Remote

Freelance Writer | September 2021 – September 2023

- Wrote and published 120 articles within 12 months leading to increased site activity and engagement.
- Independently generated captivating headlines, captions, and references to relevant industry related material.

- Developed efficiencies in our editorial process to ensure consistency in the quality of my work.
- Regularly conducted research to educate myself on topics I wanted to write about to ensure that my work reflected a well-informed perspective.
- Maintained an ability to offer a unique and thought-provoking perspective while still conveying a sense of humor and admiration for satire.

Dr. Beasley's – Chicago, IL

Copywriter / Content Specialist | September 2022 – February 2023

- Managed and maintained the content displayed on the manufacturer's blog.
- Developed engaging copy for product launches, landing pages, blogs, and video content.
- Successfully leveraged email marketing to initiate collaborations with industry leaders to expand our reach, community engagement and brand awareness.
- Researched and applied evolving SEO trends and ensured our product output consistently ranked highest in the area.
- Managed time and information effectively within a highly structured editorial calendar.
- Prioritized clear and consistent communication around content deadlines to manage expectations.

The Onion – Chicago, IL

Writers Assistant Specialist | October 2016 – June 2017

- Relied upon to record extremely detailed notes during writers' room meetings to inform scripts for dozens of viral videos that reached millions of views.
- Supported The Onion writing staff and film production team with production related planning administrative work.
- Assembled comprehensive research packets and organized calendars to assist with the efficiency of production.
- Collaborated with colleagues to create and rework topical headlines to maximize output.

EDUCATION

Northern Illinois University – Bachelor of Arts – Communications Media Studies

Waubensee Community College – Associate of Arts