

JEFF BENSON
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PROFESSIONAL SUMMARY:

I'm a writer and editor with 10+ years of experience making complicated concepts easier to understand. I've produced training guides for Sudanese farmers and news articles about blockchain technology, plus a whole bunch of stuff in between.

PROFESSIONAL HISTORY:

Andreessen Horowitz, Remote
Crypto/Web3 Editor, Future.com, May - October 2022

- Built out an editorial calendar from scratch by identifying key topics to cover and soliciting contributions from industry thought leaders
- Worked with web3 company founders to develop pitches into drafts, which I then heavily edited into long-form pieces aimed at an audience of builders

Decrypt, Remote
Senior Editor, July 2021 - May 2022
Editor/Staff Writer, September 2020 - June 2021
Freelance Writer, September 2019 - August 2020

- Wrote and edited daily news articles, features, and educational content for the outlet
- Onboarded freelance writers and contributors
- Assigned stories to writers and shaped drafts before publication

Freelance Writer/Editor, June 2013 - March 2018; August 2019 - August 2020

My clients included:

- **ABUV Media**: Wrote 50+ articles (and edited 100+) for four sites under ABUV's education and finance verticals — Accredited Schools Online, Affordable Colleges Online, Learn How to Become, and Money Geek – before the firm was bought by HigherEducation.com
- **Degree Prospects**: Composed 70+ articles, as well as program and school summaries, for several of the company's websites, including College Affordability Guide, CyberDegrees.org, and MastersInDataScience.org
- **Digital Privacy News**: Conducted interviews with policymakers and privacy experts, including Senator Ron Wyden; wrote features for the news outlet

- **Golden 1 Credit Union:** Collaborated with three-person writing and editorial team to overhaul Golden 1 website for relaunch
- **International Rescue Committee:** Wrote 12th grade English curriculum teacher's guide and pupil handbooks for all Sierra Leone public high schools; wrote 9th grade English curriculum pupil handbooks for all Sierra Leone public middle schools
- **PEAS Uganda:** Developed scope and sequence for PEAS life skills curriculum that met Ugandan national curriculum guidelines; wrote S1-S4 life skills lessons, physical education lesson plans, and reading stories that integrated grade-specific and thematically appropriate vocabulary and grammar points
- **RTI International:** Wrote locally relevant Primary 4 grade reading samples for Uganda's School Health and Reading Program (SHARP), a USAID-funded literacy curriculum
- **SNV Netherlands Development Organization Uganda:** Provided substantive content and copy editing for non-native English speakers to produce the 2015 SNV Donor Report and 2014-15 SNV Annual Report
- **Thruline Marketing:** Developed explainers on careers and higher education programs for several verticals, including nursing and criminal justice

Blockchains, LLC, Sparks, NV

Content Director, Blockchains, April 2019 - August 2019

Managing Editor, ETHNews, April 2018 - March 2019

- Managed an eight-person newsroom for a blockchain/cryptocurrency news website with daily content and a weekly readership of 100,000+ people
- Mentored young writers as they learned to create concise and intelligible articles out of esoteric topics related to blockchain and cryptocurrency
- Coordinated with designers and media team to produce daily video content
- As content director, oversaw the publication of internal- and external-facing newsletters and blog posts, summarized and disseminated relevant industry news to stakeholders, and guided the development of tech-specific trainings for staff

Mango Tree Educational Enterprises, Kampala, Uganda

Creative Director, January 2012 - May 2013

Consultant, July 2009 - December 2011

- Created educational materials for African agriculturalists, health workers, and educators that were easy to understand, fun to read and simple to use
- Managed teams of consultants and engaged directly with clients to ensure we produced materials that met their specific needs

- Developed, wrote, and/or edited multiple curricula, including World Vision's Peace Road Curriculum for Rwanda and Uganda, the Northern Uganda Literacy Program's English and Leblango curricula, and UN-FAO's Farmer Field School curriculum

UNICEF, Kampala, Uganda

Communications for Development Consultant, June - December 2009; May - December 2010

- Produced both the delegate handbook and youth-friendly report for the first-ever African Youth Forum
- Was the first product owner for uReport, an SMS-based social media platform that now has over 1.7 million subscribers across 19 countries

Khartoum Monitor Newspaper, Khartoum, Sudan

Editor, December 2008 - March 2009

- Worked with South Sudanese journalists to transform their text into highly readable articles for Sudan's English-speaking population

Omdurman Islamic University, Omdurman, Sudan

English Lecturer, October 2008 - May 2009

- Taught poetry, drama, debate and English literature

Accrediting Council for Independent Colleges and Schools, Washington, D.C.

Accreditation Coordinator, December 2006 - September 2008

- Led teams of experts around the country to accredit career colleges
- Synthesized and edited the experts' responses into cohesive, detailed reports on school effectiveness

Kawagoe Institute of Education, Kawagoe, Japan

Assistant English Teacher, August 2003 - June 2005

- Taught alongside Japanese English teachers to develop the conversational English skills of primary and middle school students

EDUCATION:

Master of Science, Nationalism Studies, 2005 - 2006

University of Edinburgh, U.K.

Bachelor of Arts, Political Science, 1999 - 2003

Willamette University, Salem, Oregon