

Sughnen (Su-Nen) Yongo

✉ sughnenyongo@gmail.com 📞 (917) 624-1635 📍 Wyoming, MI 49509

CAREER OBJECTIVE

Strategic communications professional with a background in journalism, public-facing content strategy, and global editorial operations. From writing for national outlets such as *Forbes* to coordinating international content QA at Snap Inc., I've built a career on precision, adaptability, and a solid editorial voice. With 8+ years of experience in research, fact-checking, and multi-channel content strategy, I excel at distilling complex subjects, verifying accuracy under tight deadlines, and writing stories that people care about. I am now excited to apply my editorial acumen, cross-platform expertise, and commitment to your team.

WORK EXPERIENCE

08/2023 – Present

Remote

Forbes, *Contributing Writer*

- Partnered with editors and cross-functional stakeholders to produce 20+ high-traffic stories per month, leveraging analytics dashboards (Google Analytics, Chartbeat) to inform coverage strategy and drive a 20% increase in readership.
- Delivered daily content on breaking and feature deadlines, applying AP Style, in-house editorial guidelines, and rigorous fact-checking to ensure 100% accuracy, brand voice consistency, and error-free publication.
- Produced SEO-optimized articles spanning pop culture, politics, and business beats, implementing keyword research tools (SEMrush, Google Trends) and CMS workflow improvements that boosted search visibility and reduced publishing time by 15%.

01/2024 – 06/2025

New York, New York

XAI, *AI Trainer*

- Evaluated and refined large language model outputs for accuracy, tone, and content alignment, applying editorial style guides, fact-checking methods, and quality benchmarks to improve model-generated text accuracy by 10%.
- Developed and tested 1,000+ high-volume content scenarios across multiple languages and subject domains, leveraging translation QA tools and domain-specific datasets to improve model adaptability and response relevance.
- Audited AI-generated responses to identify factual errors in writing, logic gaps, and cultural sensitivities, providing editorial and technical feedback that informed updates to context-aware, globally adaptable systems.

06/2019 – 09/2024

Remote

Several Publications (The Root, 21 Ninety and Okay Africa), Freelance Writer

- Wrote product reviews and lifestyle features with a distinctive personal voice, published across *The Root*, *OkayAfrica*, and *21Ninety*, tailoring content to diverse digital wellness audiences and generating high reader engagement.
- Produced deadline-driven articles on wellness, culture, and lifestyle trends, consistently earning positive editorial feedback for accuracy and narrative flow.
- Collaborated with multiple editors to refine content for clarity, tone, and brand alignment, applying AP Style and platform-specific guidelines across publications.

01/2022 – 09/2022

New York, New York

Snap Inc., Remote Global Snap Map Curator

- Managed global QA processes for geolocated content, implementing localization guidelines, GIS tools, and multilingual review workflows to maintain 90%+ accuracy across spatial data in 30+ international markets.
- Partnered with engineering and product teams to troubleshoot and resolve map-related publishing issues, using Jira and internal CMS tools to streamline workflows and reduce turnaround time by 20%.
- Developed and implemented process improvements, including updated QA checklists and cross-department communication protocols, that increased operational efficiency and improved coordination across high-volume, deadline-driven teams.

08/2021 – 01/2022

New York, New York

New York University/Pavement Pieces, Senior Editor

- Led storytelling projects focused on equity and healthcare, translating data into accessible digital content.
- Optimized editorial budgeting, reducing content costs by 8% without compromising quality.
- Coordinated with professors and editors to publish impactful journalism, enhancing audience trust and reach.

06/2021 – 10/2021

Remote

News Not Noise, Intern

- Pitched and produced timely multimedia news packages including short-form video, photo essays, and interactive graphics that aligned with the brand's mission of clarity and accessibility, reaching an average of 500K+ daily readers across web and mobile platforms.
- Edited and published breaking news under tight deadlines while applying AP Style, fact-checking protocols, and cross-platform quality checks to ensure 100% accuracy across desktop, mobile, and social channels.
- Researched and pitched 5–10 original news stories per day by monitoring wire services, social media trends, and analytics dashboards.

02/2021

Various Clients,

Strategic Communications Consultant (Freelance Projects)

- Developed comprehensive communications strategies across digital platforms, contributing to measurable increases in brand visibility.
- Partnered with executives and editors to craft messaging aligned with voice, mission, and audience resonance.
- Advised on media positioning, crisis response preparation, and content QA for high-volume communications.

EDUCATION

08/2020 – 12/2021

New York, NY

Master of Arts, *New York University*

Journalism

Awards

- Arthur L. Carter Journalism

Institute Scholarship Recipient.

Relevant courses

- First Amendment Law, Reporting

The Nation and New York,

Investigative Journalism.

08/2012 – 05/2016

Grand Rapids, MI

Bachelor of Science, *Kuyper College*

Business Leadership

Awards

- Dean's List 2016.

Relevant courses

- Completed AP courses in Business

Law, Marketing, Accounting, and

Statistics.

SKILLS

Strong organizational skills

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Self-direction

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Personable

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Motivated

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Teachable

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Communication & Soft Skills

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Strategic Communications Planning

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- Clear and professional written communication
- Cross-functional collaboration
- Multitasking under pressure
- Problem-solving
- Availability for urgent deadlines or month-end pushes

Crisis & Issues Management

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Media Relations & Story Development

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Cross-functional Team Collaboration

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Executive Messaging & Content

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Editorial Project Management

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Global & Multilingual Content Strategy

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Research

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