

Kevin Travers | kevinbtravers@gmail.com | (862)- 579 - 5655 | www.linkedin.com/in/kevin-travers

EXPERIENCE

Moomoo Technologies Incorporated *News and Community Manager*

Aug

2023-Present

- Lead daily financial news updates, collaborating with global teams for continuous 24/7 market coverage delivering real-time, accurate news stories to millions of users. Achieved 1,691,894 total views for 67,000 PC conversions.
- Update the news headline page with an audio video Podcast and TikTok every two hours, alongside a handwritten market report story featuring macroeconomic changes, index movements, and trending stock news
- Built a content management system to handle 3,000+ news story pitches
- Write and edit 10-20 stories per day as a news slot editor
- Produce a daily market newsletter with 75,000 weekly readers and a weekly retail recap sent to over 180k followers.
- Beat major news sources to market with breaking financial news, nurturing a dynamic retail investor community through product feedback and design updates.

CNBC New York, NY *Contributing Writer*

Feb 2023-Aug

2023

- Wrote features within the finance and tech industries, interviewing C Suite org members incorporating new Tech like ChatGPT and LLMs to meet the demands of a turbulent labor market.
- Delivered timely copy-perfect stories on deadline with best SEO practices in mind.

Fintech Nexus New York, NY *News Reporter*

Aug

2021-Mar 2023

- Covered financial markets, regulation, tech startups, public earnings, VC investing, and over-levered cryptocurrency firms as they fought to stay afloat through features, daily articles, and long reads
- Optimized SEO, snapped photos, edited copy, filmed videos and TikToks, appeared on podcasts and MC'ed live panels for public outreach, which doubled product views to 50k a week.

deBanked New York, NY *Reporter*

Aug

2020-Aug 2021

- Wrote daily stories about the alt finance and business funding industries and covered related fintech and crypto for 60,000 monthly readers
- Conducted interviews with brokers, CEOs, funders, borrowers, engineers, lawyers, senators, regulators

EDUCATION

University of Delaware, School of Arts and Sciences Newark, DE *Bachelor of Arts Degree in History*

May 2020

Minor: Journalism Major GPA: 3.7 Activities: Treasurer of Golden Blues A Capella

Further Experience

PositiveVibes Magazine New York, NY *Editorial Intern*

July

2020-Dec 2020

- Pitched, wrote, and produced multimedia content to generate readership for the online magazine startup

UD Review Newark, DE *Senior Reporter*

Sept

2018-May 2019

- Pitched and wrote original stories, conducted interviews, and posted reported articles using WordPress and InDesign for the UD Review website

- Produced breaking news, campus event news, profiles, features, satires, columns, video interviews, and sports news to an audience of 40,000 print monthly readers while adhering to AP Style Guidelines.

Vector Marketing Morristown, NJ *Independent Sales Representative*

July 2016-Aug 2016

- Achieved \$9,000 in total sales- received three internal promotions as a top salesman for the district in August 2016
- Worked with a team of 15 salesmen to create a network of 30 recurring customers

SKILLS

Written and Oral Communication, Copy Editing, AP Style, Video Editing, Photojournalism, SEO, WordPress