

Chris Welch

chris-welch.com | Brooklyn, NY — Open to relocation

WORK EXPERIENCE:

The Verge / Vox Media | theverge.com

2011 – Present

New York, NY

The Verge is a popular media outlet founded in 2011 that examines how technology will change life in the future. With a focus on personal technology, entertainment, and science, it has gained a huge audience over the last decade. I've been with the company from the start and, along with a brilliant team, have been instrumental in its evolution from ambitious startup to influential media giant. My work at The Verge consists of over 5,700 articles, plus extensive photography and video content. It's been viewed over 25 million times.

Reviewer and Editor August 2020 – Present

- Published in-depth, definitive reviews of top consumer electronics products from Apple, Bose, Google, LG, Samsung, Sony, and more.
- Established as a trusted voice for beats including personal audio products, home theater, and streaming hardware.
- Produced buying guides that boosted Vox Media's commerce performance and income.
- Ranked among the most successful Verge reviewers with millions of pageviews and thriving engagement.
- Maintained a regular cadence of news articles, exclusive stories, and reports on tech industry trends in addition to reviews.
- Facilitated strong working relationships with the largest brands in consumer technology.
 - Handled confidential, high-profile product embargoes with meticulous attention to detail.
 - Attended sensitive briefings days and often weeks before new devices or services were publicized to consumers.
- Scripted and hosted video reviews that have been viewed millions of times across YouTube, Facebook, Twitter, etc.
- Collaborated with other editors to guide The Verge's approach to reviews and product scoring.
- Mastered the ability to teach consumers about the essence of products and software with clear-cut writing.

News Editor November 2015 – August 2020

- Helped lead The Verge's fast-paced newsroom and kept it running with efficiency and consistent output throughout the week.
- Oversaw a staff of dozens of staff writers, assigning stories and monitoring publishing progress during east coast hours.
- Edited written work for accuracy and to match The Verge's sharp, easy-to-grasp voice.
- Guided and supported writers in finding the important angles and heart of a story while avoiding jargon and irrelevant details.
- Launched The Verge's How To section, which helps readers make the most of their tech with helpful explainers.
- Frequently covered weekend and evening shifts to ensure no gaps in important news coverage.
- Increased The Verge's overall traffic and growth year to year.
- Routinely prevented factual errors from both senior and junior editors from reaching the website and our readers.

Photographer November 2011 – Present

- Captured thousands of eye-catching images to accompany The Verge's news articles over more than a decade.
- Raised The Verge's bar for review photography with magazine-grade images that showcase products at the highest level.
- Ensured product models featured in product shots were diverse with a wide range of backgrounds.
- Switched up photo environments and image styles to make each review feel visually distinct and appealing.
- Photographed hundreds of live events, conferences, product launches, and more.
- Broad experience with shooting both stills and video on both DSLR and mirrorless camera systems.

Staff Writer November 2011 – November 2015

- Published the most written news articles of all Verge editorial staff to date.
- Recognized as a trusted, capable writer who can deliver captivating copy under pressure.
- Routinely beat major media publications and other competitors when publishing breaking news.
- Developed sources and built lasting respect throughout the industry with quality work.
- Traveled extensively to cover industry events like CES, Mobile World Congress, IFA Berlin, and more.
- Delivered major scoops and exclusives on a wide range of subjects, from product reveals to major security vulnerabilities.
- Gained valuable insight on product marketing and communications between tech companies and press.

EDUCATION:

The College of Saint Rose | May 2007 | BA, Public Communications, journalism and marketing concentrations | Albany, NY

SKILLS & INTERESTS:

Skills: Tight deadline management; decision making under pressure; marketing and press communications; distilling complex hardware and software into accessible, straightforward writing; user experience; Adobe Lightroom and Photoshop; audio software; Instagram stories and social media strategy; Google Workspace; Microsoft Office 365.

Interests: Concert and food photography; record collecting; running; home theater; any and all dogs; coffee; darts and bowling.