Cheryl Coward

Senior Communications Professional | *Journalist, Content Strategist & Technical Writer*
cherylcoward.com

PROFILE

Journalist, editor and technical writer with 30 years of experience across news, features, web content and documentation. Covers the business and regulation of U.S. sports betting and prediction markets. Winner of the 2023 WBCA Mel Greenberg Media Award.

PROFESSIONAL EXPERIENCE

Freelance Technical Writer & Content Evaluator
2021 – present

Independent Contractor

Write and evaluate technical, analytical and coding content.

- Produce precise step-by-step explanations, instructions and documentation-style content for developers.
- Fact-check claims through independent research and flag errors, fabrications and unsafe content.
- Compare and rank machine-generated responses against detailed rubrics, with clear rationales for each judgment.
- Apply detailed, frequently changing project guidelines across several projects at once, all under strict confidentiality agreements.

Contributing Writer
2022 – present

Catena Media

Report on the business, finances and regulation of the U.S. sports betting, iGaming and prediction markets industries for Catena's network of news and state gaming sites.

- Analyze quarterly earnings of major sports betting operators and prediction market companies, including DraftKings and Flutter Entertainment (FanDuel): revenue, EBITDA, guidance changes and investor reaction.
- Write monthly revenue reports on sports betting, iGaming and online casinos in New Jersey, Pennsylvania and Michigan, built from state regulator data, with year-over-year trends and operator rankings.
- Track the legal and regulatory fight over prediction markets, including CFTC rulemaking, federal court rulings, state enforcement and lawsuits involving Kalshi and Polymarket.
- Report on integrity issues where sports betting and prediction markets meet pro and college sports, including bettor harassment of players and conflicts of interest.
- Cover online casino legislation and hearings, including Washington, D.C.'s proposed iGaming bill.
- Publish on GamingToday.com, Lineups.com and state sites including PlayNJ, PlayPennsylvania, PlayMichigan, PlayCA, PlayFL, PlayMissouri, PlayKentucky and ArizonaCasinos.com.
- Wrote a series on the California sports betting ballot propositions of November 2022 for PlayCA.com and CaliforniaCasinos.com.
- Tracked the launch of online sports betting in Massachusetts and North Carolina, interviewing legal experts and casino representatives.

Founding Editor
2009 – present

Hoopfeed.com

Ran a site that veteran broadcasters and legendary coaches cited as one of the best sources of women's basketball news. Wrote features and game recaps.

- Served as official pool reporter at the 2022 NCAA Women's Final Four.
- Covered eight Final Fours, WNBA championships and NBA All-Star events with press credentials.
- Broke stories that mainstream outlets later picked up.
- Built a social audience that includes nearly every NCAA Division I program, WNBA teams and coaches, and top players at every level.
- Helped The Guardian (UK) cover women's basketball at the 2012 London Olympics.

Content & Social Media Consultant
2017 – 2020

Sport Tours International

Designed a plan and content calendar to grow STI's social media reach. Wrote previews, recaps and features for its NCAA Division I tournaments in Las Vegas, Florida and Puerto Rico. Developed strategies to keep reaching coaches after the pandemic halted college sports in 2020.

Freelance Web Consultant 1999 – 2013

Independent

Built online presences for clients, including web design, email setup and newsletters, and helped clients create multimedia projects to showcase creative work.

Web Content Manager 2005 – 2006

Cingular Wireless (now AT&T), Atlanta, GA

Wrote and edited the documentation customer service representatives used to resolve issues. Led special web projects from concept to launch, in line with brand and style guidelines.

EARLIER CAREER

- Web Content Writer, Allstate Insurance, Northbrook, IL (contract)
- Web Project Manager, Paladin Creative Services, Chicago (contract)
- Technical Editor, Newark Electronics, Chicago (contract)
- Business & Technology Associate Producer, RealNetworks, Seattle (contract)
- Money & Technology Producer, Seattleinsider.com / KIRO 7, Seattle
- Chief of Research, The Village Voice, New York City, 1996 – 1997
- Field Organizer, Roberta Achtenberg for Mayor, San Francisco, 1995
- Washington, D.C. Correspondent, The Advocate, 1992 – 1993
- News Reporter, The Washington Blade, Washington, D.C., 1991 – 1992

EDUCATION

A.B., Philosophy (minor in Economics)

Smith College, Northampton, MA

Certificate in Technical Writing

California State University, Dominguez Hills

AWARDS & RECOGNITION

- 2023 Mel Greenberg Media Award, Women's Basketball Coaches Association (WBCA)
- Media voter: Naismith Trophy, Wade Trophy, Nancy Lieberman Point Guard of the Year, NCAA Division I Championship Most Outstanding Player, WNBA All-Star and season awards, and Pac-12 and West Coast Conference player awards

SKILLS

- **Editorial:** reporting and interviewing, feature writing, editing, technical writing, web content
- **Digital:** WordPress, HTML and CSS (basic JavaScript, PHP, MySQL), SEO, Google Analytics and AdSense, social media strategy and ad placement
- **Design & media:** Photoshop, Lightroom, Illustrator, Dreamweaver, InDesign, Audition, Audacity, Canva, Procreate, Microsoft Office, Visio

PROFESSIONAL MEMBERSHIPS

- National Association of Black Journalists
- Association for Women in Sports Media
- U.S. Basketball Writers Association — Executive Board, 2021 – 2023
- Professional Basketball Writers Association

LANGUAGES

- **French:** intermediate (CEFR B1); preparing for the DELF B2 exam