



TYMONI CORREA-BUNTLEY

Profile

Strategically-minded Director of Digital Campaigns with an 8-year track record in crafting impactful cross-channel content. Passionate about amplifying underrepresented voices, I collaborate with policy experts to architect campaigns that spark meaningful societal change.

Employment History

Director of Content Strategy at Center for American Progress, Washington, DC

January 2024 — Present

- Act as the primary authority and subject matter expert in formulating, executing, and refining digital campaigns, leveraging expertise to drive successful campaign outcomes.
- Direct and supervise cross-team projects, overseeing colleagues' tasks and contributions to ensure alignment with project objectives and timelines.
- Guide teams in adopting storytelling techniques that resonate with audiences, fostering a unified approach across campaigns.
- Leverage KPI data to refine strategies, optimize campaigns, and drive continuous improvement in digital initiatives.
- Utilize audience segmentation and behavioral analysis to optimize engagement strategies and messaging approaches.

Associate Director, Digital Campaigns at Center for American Progress, Washington, DC

January 2023 — December 2023

Senior Content Strategy Manager at Center for American Progress, Washington, DC

March 2022 — January 2023

Digital Media Associate at Center for American Progress, Washington, DC

June 2021 — March 2022

Project Coordinator at RIT Global Cybersecurity Institute, Rochester, NY

November 2020 — May 2021

- Analyzed project data and metrics to identify areas for improvement, offering strategic recommendations to enhance project efficiency and outcomes.
- Conceptualized and created visually compelling graphics and advertisements for digital marketing initiatives.
- Directed the development and execution of comprehensive marketing and social media strategies, aligning initiatives with organizational objectives.
- Facilitated collaborative efforts with external partners and stakeholders, fostering synergistic relationships and aligning objectives for successful project outcomes.

Graduate Assistant for AmeriCorps Marketing at RIT Center for Leadership & Civic Engagement, Rochester, NY

January 2020 — September 2020

- Acted as an ambassador for AmeriCorps, advocating its mission and opportunities through presentations, workshops, and networking events on campus.
- Directed the coordination and execution of a post-graduate service storytelling initiative, overseeing project timelines, content creation, and dissemination strategies.
- Designed and implemented targeted marketing campaigns that effectively communicated the value proposition of post-graduate service opportunities.
- Leveraged writing skills to effectively communicate program success stories, testimonials, and informational content to diverse online audiences.

Associate Digital Content Producer at Spectrum News/Charter Communications, Rochester, NY

November 2018 — December 2019

- Analyzed social metrics and trends to refine content strategies and optimize audience reach and engagement across digital platforms for all New York State news stations.
- Collaborated closely with reporters and photographers to devise comprehensive digital media strategies, aligning content creation with editorial goals and audience engagement.
- Generated compelling story pitches that aligned with editorial objectives and audience interests.
- Optimized content for online platforms, integrating SEO best practices and multimedia elements to enhance readability and audience engagement.
- Provided comprehensive briefing materials and logistical support to reporters, contributing to the smooth conduct of interviews and gathering of essential information.

News Producer at WROC-TV News 8, Rochester, NY

May 2017 — October 2018

- Conducted thorough research and groundwork to set up story leads, providing reporters with essential background information and context.
- Curated engaging social media content, monitored analytics, and implemented growth tactics to enhance audience engagement and brand visibility.
- Generated compelling and newsworthy story concepts aligning with editorial guidelines and audience interests.
- Coordinated with reporters and production staff to execute seamless broadcasts for 4 PM, 6 PM, and 11 PM newscasts.
- Optimized content for SEO and digital platforms, ensuring maximum visibility and reader engagement.

🎓 Education

Master of Science, Rochester Institute of Technology, Rochester, NY

August 2019 — May 2021

Professional studies major with concentrations in entrepreneurship and criminal justice

Bachelor of Science, Rochester Institute of Technology, Rochester, NY

August 2013 — May 2017

Double major in journalism & political science with a minor in sociology

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References available upon request