

TONYA SIMPSON

WEST ALLIS, WI 53214

Profile

Experienced communications/marketing professional with extensive knowledge of television, radio and print media operations. Effective multi-tasker who uses leadership, communication, and creative skills to complete projects successfully and under deadline.

Leadership

- Assist division department director and division administrators create and carryout communication and marketing plans
- Coordinate interviews and media coverage of department events
- Manage projects across multiple divisions while meeting deadlines
- Participate on local committees and boards whose activities are in line with department mission and vision

Communication

- Synthesize complex information and issues into concise, clear and accurate communications for internal and external audiences
- Use social media sites to quickly disseminate information and encourage key audiences to view all product platforms
- Maintain relationships with public relations & media professionals, city, county and state leaders and viewers
- Write press releases and newsletters that are distributed to media, advocates and employees

Creative

- Generate new ideas and strategies to target new audiences
- Maintain department and division websites
- Combine video, interview and graphic elements support and reinforce messages
- Use social media sites like Facebook and Twitter to communicate department & division messages and interact with county residents

Experience

Community Relations Coordinator
*Milwaukee County Department of Health
& Human Services*
October 2012 – Present

Producer, WYFF-TV
Greenville, South Carolina
August 2004- March 2006

Producer, WISN-TV
Milwaukee, Wisconsin
March 2006 – October 2012

Producer/Reporter, KOMU-TV
Columbia, Missouri
January 2004–July 2004

Education

Bachelors of Journalism in Broadcast

Journalism Cum Laude

University of Missouri-Columbia

Minor: Black Studies

August 2000 - May 2004

Committees / Organizations / Volunteer Work

- Co Chair – Milwaukee County Department on Aging Communication Subcommittee
- Member – Mental Health Redesign & Implementation Task Force Person-Centered Action Team
- Member - Delta Sigma Theta Sorority, Inc. Milwaukee Alumnae Chapter
- Volunteer coordinator for Pathfinders B.E.D. Fundraiser
- Volunteer Co-producer for Band Together 4 Haiti Fundraiser
- Election day poll site volunteer