



# Robin Tyson

Dynamic and results-driven Technical Writer and Communications Specialist with over 10 years of experience in digital media, broadcast industries, and government communications. Expertise in executive communications, public relations, digital strategy, and newsroom production.



## Personal Information

**Address:** Alexandria, VA • **Phone number:** 202.749.2754 •  
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## Education & Professional Development

**Organizational Management | Bachelor Of Arts**  
**Nyack College**  
• NEW YORK CITY, NY



## Professional Experience

### Technical Writer - Communication Specialist T-Rex Solutions

• 10/2022 – present • BETHESDA, MD

- Prep and brief senior leadership for media engagement, write or provide input to external newsletters and trade publications.
- Develop and publish recurring internal communications on the DHMSM internal web page for The Department of Defense (DOD) new joint website.
- Lead strategic communications for the global deployment of MHS GENESIS, the DOD's EHR system, enhancing 80% of the information flow for 200,000+ end users.
- Compose executive communications for senior leaders, including briefs, talking points, Pentagon briefings, fact sheets, blogs, conference reports, and Pentagon briefings.
- Develop and manage internal communications, The SCOPE newsletter, and web content for the VA and DoD's joint EHR website.

#### Accomplishments:

- Received accolades from executive leadership for playing a key role in developing the corporate social responsibility program and a community leadership award campaign.
- Substantially improved employee attendance at all-hands meetings by over 60% during four months by upgrading the meeting format.
- Played a pivotal role as a guest speaker at the annual Strategic Employee Engagement and across the Department of Health.

### Communication Specialist Department of Homeland Security

• 10/2021 – 09/2022 • ARLINGTON, VA

- Compose and edit internal, media, and external executive communications, including (PowerPoint presentations, briefs, and talking points), fact sheets, web content, blogs, invitations, agendas, conference reports, and/or Congressional briefings, technical articles; news releases; standard operating procedures; guidance documents; regulations, or periodicals.

### Communication Specialist/Project Manager A1 Digital Media

• 03/2016 – 10/2021 • SILVER SPRING, MD

- Convert target audience into customers and increase website visibility by engaging directly with potential leads using email marketing drips (Mailchimp) and sitemaps for Google ranking and crawl webpages. Expertly increased client engagement traffic by 54.4% through press strategy development and brand optimization, using various social media platforms such as YouTube, Facebook, Google, and Twitter.



## Professional Experience

### Public Relations Specialist (Contract) American Nursing Association (Quadrant)

- 2018 – 2021 • SILVER SPRING, MD
- Administered the overall facets of the recognition activities for the organization’s National Awards Program, culminating in a Recognition Event held on June 2020. (<https://www.nursingworld.org/ana/national-awards-program/>)
- Conferred with the internal teams and external vendors to consolidate relevant information and manage news releases, bios, talking points, scripts, and video content, honoring the award recipients.

### Interim Director of Communications (Contract) Center for Applied Linguistics (Creative Circle)

- 2016 – 2018 • WASHINGTON, DC
- Led digital transformation efforts, including website management, SEO campaigns, and full-funnel digital marketing strategies.
- Managed media relations, event planning, and marketing analytics to support CAL’s digital marketing campaigns.

#### Accomplishments:

- Boosted annual donations by 75% and doubled the number of youths served by Boys & Girls Clubs of Greater Washington by organizing and chairing annual events over three years.

### News Producer NBC, CNBC, CBS News, News 12, & Newspath, CBN News

- 08/2010 – 03/2016 • NEW YORK/NEW JERSEY, NY
- Oversaw network field operations for international publicity activities in collaboration with Dateline, NBC, and MSNBS News.
- Covered international news, including the Ground Zero in Afghanistan, the Middle East, and the Democratic National Convention.
- Spearheaded the oversight and coordination of the control room, newscast, breaking news, live shots, and story development.
- Developed engaging stories and verified data integrity by interviewing Senators, Legislative, and Congressional staff directly.



## Technical Expertise

#### – TECHNICAL SKILLS

Google Ads 	Mailchimp 	Google Ad Manager 
Google Analytics 	SEO 	WordPress 
CS Photoshop 	WCAG 2.0 Guidelines 	EZ Publishing 
EMMA 	CCAR 	ACL 
Adobe Creative Suite 	CRM Management 	CMS Drupal 
HTML/CSS 	Hootsuite 	Sprout Solutions 