

KYLE THORNBURG

Digital Content Strategist | Writer | Project Manager

A journalist by trade, a project manager by instinct and a content creator out of joy. I draw inspiration from entertainment, art, popular culture, and running—each of which I use regularly to establish common ground with readers, friends and strangers alike. While we may not always share interests or gain inspiration from the same places, our passions create vibrancy, make room for connection, and mark milestones in our lives.

CONTACT



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LINKEDIN

EDUCATION

BACHELOR OF ARTS, COLORADO STATE UNIVERSITY

Journalism and Media Communication
Minor in Sociology

Student Media, Presidential Ambassador,
Resident Assistant

2011–2015

CAPABILITIES & CHARACTERISTICS

Writer	Dry Humor
Left-handed	Content Strategist
Social Media Buff	Empathetic
10 Minutes Early	Photographer
Audience Conscious	Avid Reader
Awards Show Fanatic	Copyeditor
CMS Generalist	Interviewer

EXPERIENCE

2022
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PRESENT

SENIOR DIGITAL COMMUNICATIONS MANAGER, SOCIAL MEDIA

*Promoted from Digital Communications Manager, Social Media
Brooklyn Museum, Brooklyn*

Working cross-departmentally as well as with external partners (including living artists, corporate sponsors, media sponsors, press, content creators, and more), I independently manage the organic social media strategy and content creation for the Museum's platforms, including: Instagram, TikTok, Threads, YouTube, X (Twitter), Facebook, and Tumblr.

- Increased our cumulative social media audience size by 8.6% to date, for a current following of 2.2 million.
- Raised average engagement rate across all platforms from 2.5% to 6%, regularly creating content that enters the Museum's top 10 posts of all time.
- Conducted a content audit and created a platform strategy in order to manage our debut on TikTok, earning over 33.5K likes and 10K new followers in our first year.
- Manage a Digital Content Associate and department interns

2018
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2021

MARKETING & COMMUNICATIONS MANAGER, GLOBAL

*Promoted from Marketing & Communications Associate
Pearlfisher, New York City*

Collaborating with a global team, I planned and activated communications initiatives for our four studios around the world. Keeping business performance and audience needs top-of-mind, I take pride in having a hand in the company's content development, B2B partnerships, integrated digital marketing and ongoing profile-building for agency talent.

2017
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2018

FREELANCE WRITER & MARKETING MANAGER IA Interior Architects and SOMA Magazine, Remote

Managed publicity for an architectural design firm and served on the culture writing staff for an international design magazine.

2015
-
2017

PROJECT & CONTENT MANAGER Cactus Communications, Denver

Working at Cactus taught me how to build (and re-build) communication strategies with a watchful eye on goal-tracking and relevancy, often for niche or targeted audiences. I was also tapped for an internal task force responsible for creating original content for a mental health-focused suite of products as part of our founders' technology start-up, Grit Digital Health.