

BONNIE Y. TSE, MPS

she/her/hers · www.bonnieytse.com · [LinkedIn](#) · New York, NY

EXPERIENCE

Weill Cornell Medicine

Communications Manager, Sep 2023 – present

- Maintain the brand identity of the Center for Health Economics of Treatment Interventions for Substance Use Disorders, HCV, and HIV (CHERISH).
- Work with institutional partners and External Affairs to identify new information and research for dissemination.
- Regularly write, update, and provide support for project-specific website content.
- Track and analyze the success of newsletter campaigns and social media content.

Communications Specialist, Jan 2021– Aug 2023

- Developed and executed communications strategy for owned and shared channels to improve brand recognition and increase the visibility of publications led by investigators at CHERISH.
- Facilitated website redesign discussions with external vendor and key stakeholders to launch new CHERISH site.
- Co-led the Marketing Subcommittee of the 2023 Addiction Health Services Research (AHSR) Conference to bring together addiction and health services researchers, policymakers, and treatment providers, and to communicate event announcements with attendees.

Maria Bryan Creative

Virtual Assistant, Freelance, Jan 2021– Mar 2021

- Curated social media content to grow organic reach and engagement.
- Designed branded assets and templates for digital platforms.

Charles B. Wang Community Health Center

Communications Coordinator, Jun 2017 – Apr 2020

- Produced written and multimedia content for Facebook ads, fundraisers, newsletters, blog and website.
- Collaborated with bilingual teams to ensure messages are conveyed accurately for Chinese-speaking audience.
- Curated and hosted a Facebook Live program for Good Health Day for three consecutive summers.
- Reported social media metrics for grant and campaign deliverables.
- Fostered professional growth of interns participating in a community service program at the health center.
- Recognized as the 2019 Employee of the Year.

Health Educator, Sep 2014 - Jun 2017

- Developed educational content to help patients make informed health decisions.
- Facilitated health workshops and outreach events within Manhattan's Chinatown and crafted press releases for local Chinese media.
- Worked with graphic designer to refine all digital and print designs.

EDUCATION

The City College of New York (CUNY)

Master of Professional Studies, Branding and Integrated Communications (BIC), 2021-2023, GPA: 3.9

Courses: Research & Awareness; Idea Development; Multi-cultural Communications; Brand Experience; Relationship Building

Hunter College (CUNY)

Bachelor of Science, Nutrition and Food Science, 2010-2014, GPA: 3.8

PROFICIENCIES

Content Management & Analytics: WordPress, Google Analytics, Buffer, Twitter/X, Instagram, LinkedIn, and Facebook

Email Marketing: Constant Contact and Mailchimp

Audio & Visual Editing: Canva, Adobe InDesign, Adobe Lightroom, Adobe Premiere Pro, and Audacity

Market Research: WARC, Mintel, and MRI Simmons

Languages: Conversational Cantonese and Mandarin

MEDIA TRAINING

The FREE FILM: One Square Mile

WORTHLESSSTUDIOS, Mar 2023

Capturing the Faces & Voices of Manhattan's Neighborhood Storefronts

James T. & Karla Murray, Aug 2018

Media Production Training Program

Third World Newsreel, Mar 2018 – Sep 2018

Storytelling for Advocacy and Impact

The Moth Community Program, Oct 2017

Chinatown Legacy Project

NYPL Oral History Project, May 2017

COMMUNITY ENGAGEMENT

CAAAY: Organizing Asian Communities

Outreach, Sep 2017 - Jun 2018

United East Athletics Association (UEAA)

Communications and Marketing Coordinator, Apr 2014 - Feb 2019