

TYLER ARMEY

COMMUNITY STORYTELLER + RESEARCH & COMMUNICATIONS STRATEGIST

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PROFILE

Community-builder and storyteller who turns research, lived experience, and creative production into public-facing programs, campaigns, and partnerships. Brings cross-sector experience across LGBTQ+ institutions, philanthropy, media, and agency settings, with a track record of building audiences, translating complex findings into compelling narratives, and managing high-volume projects from strategy through execution.

CORE STRENGTHS

Program design & event production | Research synthesis & grant analysis | Strategic communications | Storytelling & editorial strategy | Creative production & brand systems | Community partnerships | Project management | LGBTQ+ and racial justice initiatives

PROFESSIONAL EXPERIENCE

Research and Communications Consultant | *Multiple clients*

Dec 2024-Pres.

New York, NY

- **Narrative strategy & communications:** Advise nonprofits, funders, and grassroots organizations on research, communications, brand voice, digital content, and field engagement.
- **Institutional communications:** Lead monthly e-communications for the American LGBTQ+ Museum's 15,000-contact list; coordinate social strategy across 58,000+ followers; develop media partnerships and human-centered LGBTQ+ content strategies.
- **Philanthropy research & analysis:** Analyze large-scale grantmaking datasets, including \$80B across nearly 500,000 grants and \$2B across 3,000 grant recipients, to identify trends affecting racial justice and AANHPI communities.
- **Reports & field convenings:** Co-author sector reports; design surveys, focus groups, and roundtables with philanthropic and movement leaders.
- **Grassroots campaigns & brand voice:** Develop mission language, website direction, press statements, video series, and long-term campaigns for advocacy organizations with 50,000+ combined social followers.

SLOTH Storytelling | *Co-Founder & Director*

Dec 2022-Pres.

New York, NY

- Co-founded a grassroots LGBTQ+ storytelling organization producing open mics, workshops, public performances, experimental formats, and seasonal revues.
- Grew attendance from a private gathering of fewer than 30 guests to 100+ attendees at a public venue.
- Curated 30+ collaborative performances and workshops; built audience infrastructure reaching 1,000+ people across email and social channels.
- Partnered with 6+ local organizations and venues; manage finances and expansion planning for new chapters in three additional cities.

Vested Communications Agency | *Creative Manager / Project Manager*

Oct 2021-Dec 2024

New York, NY

- Led creative strategy and production for B2B rebrands and integrated marketing programs across North America, Europe, and Asia.
- Produced photography and video campaigns; shaped web design, branding, advertising, client content, and ESG report development.
- Negotiated 10+ new business proposals, contributing to more than \$1M in new design contracts.
- Managed 30+ in-house and freelance personnel across 500+ creative design projects; coordinated feedback systems, reviews, ad operations, and delivery timelines.
- Designed and facilitated creative team workshops to clarify priorities, generate ideas, and align teams around shared vision.

NBCUniversal Television & HBO | *COVID Testing Coordinator*

Sep 2020-May 2021

New York, NY

- Directed 5 full-time Production Assistants and facilitated 15+ weekly testing events for 1,000+ cast and crew members.
- Built HIPAA- and industry-compliant tracking systems for health data; administered \$1.5M testing budget and reported safety metrics to studio leadership.

Yahoo | *Production Coordinator*

May 2019-Sep 2020

New York, NY

- Built new media production process and co-authored original content style guide, scaling output by 50%.
- Curated 100+ weekly content pitches for AOL.com; launched social-first video localization projects in 10+ global media territories.
- Developed partnerships with LGBTQ+ vendors and nonprofits; designed inaugural Pride Month editorial strategy and served as Global Communications Lead for Yahoo's LGBTQ+ Employee Resource Group.

- Reviewed 30+ film and television projects for meaningful LGBTQ+ representation; contributed blog articles, social research, and event support for the GLAAD Media Awards.

SELECTED PUBLICATIONS & PUBLIC WORK

[Derailed](#)

Co-author; synthesized racial justice funding trends and recommendations for philanthropy.

[AANHPI Funding Snapshot](#)

Research contributor; assessed institutional funding to AANHPI communities across thousands of grant recipients.

[Hide or Speak](#)

Co-author; developed survey- and interview-informed analysis of philanthropy under authoritarian pressure.

[American LGBTQ+ Museum](#)

Monthly e-communications and social strategy for institutional storytelling, audience growth, and partnerships.

[SLOTH Storytelling](#)

Co-founder; grassroots LGBTQ+ storytelling organization, open mic series, workshops, and public performances.

ADDITIONAL LEADERSHIP

Boston University Community Service Center | *Project Coordinator*

Mar-Sept 2017
Boston, MA

- Developed an experiential civic engagement program for 3,000 students; established 14 community partnerships and led workshops on media literacy, food justice, and transit equity.
- Trained and supervised 30 student leaders supporting 250+ incoming students; built education modules on active citizenship and social justice.

EDUCATION

Boston University | *B.S. in Film and Television; Minor in Deaf Studies*

May 2019
Boston, MA

- Summa cum laude

SKILLS

Project Management: Airtable, Asana, Basecamp, Concur, Monday, Scenelchroize, Slack, Trello, WeTransfer, Zapier

Creative & Productivity: Adobe Creative Cloud, Audacity, AVID Media Composer, Canva, Figma, Google Workspace, Microsoft Office

Social & Marketing: CrowdTangle, Facebook Creator Studio, Hootsuite, HubSpot, Later, Mailchimp, Sprout, YouTube Studio

Languages: American Sign Language (advanced); Spanish (proficient)