

Connor Kurek

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Communications Professional with over 8 years of experience in strategic storytelling. Skilled in writing, digital marketing, public relations, video production, multimedia journalism, and brand engagement.

EXPERIENCE

YMCA of Central Ohio | Columbus, Ohio September 2024 – Present

Director of Digital Marketing and Public Relations

- Lead strategic communications across 13 branches and housing services in a five-county region, advancing organizational visibility, trust, and community engagement through multi-channel campaigns.
- Develop and execute social-first and digital content strategies, producing multimedia storytelling that positions the YMCA as a trusted resource for health, youth development and community well-being.
- Designed a new internal communications process, boosting digital engagement among 1,500 staff.
- Partner with executive leadership, program directors, agencies and corporate sponsors (e.g., PNC Bank, Columbus Blue Jackets) to align messaging, amplify initiatives and increase brand trust.
- Manage paid media campaigns, targeted email outreach and multimedia content creation using Adobe Creative Suite, tracking performance using Meta Business Suite, Sprout Social and Daxko Engage CRM tool.
- Coordinate media relations and executive messaging, resulting in high-profile coverage including a feature story and cover photo in leading regional publications.
- Drove YMCA Camp Willson's largest summer registration, led digital efforts for a fundraising campaign that surpassed its goal by 200%+ and exceeded monthly membership goals; authored award-winning nomination highlighting philanthropic impact.

Community Learning Center Institute | Cincinnati, Ohio August 2020 – August 2024

Director of Media and Communication at Oyster Community Learning Center

- Developed K-12 media program based on experiential learning through journalism, broadcast, and communication.
- Secured \$160,000 Scripps grant to expand media education, improving quality and accessibility across grades.
- Tracked program impact using data analysis, showing improvements in literacy, attendance, and performance.
- Co-led Career Tech courses, integrating media into curricula and connecting students with year-round workshops.
- Fostered relationships with industry professionals, media outlets, and families to boost program visibility.
- Managed a \$100,000+ project budget to build a state-of-the-art broadcast lab, studio lighting, a live production room, podcast booth, and creative spaces for photography and videography.

WOUB Public Media | Athens, Ohio September 2016 – March 2020

Multimedia Journalist, Producer, News Anchor, Photographer

- Produced, wrote, and edited news package for Student Production Emmy Award-winning newscast (2019).
- Produced local stories and multimedia content for nightly live broadcasts, and digital outlets.

TODAY Show | New York, New York January – May 2019

Production Intern

- Handled production processes across the studio, control rooms, and segments, supporting the national broadcast.
- Engaged with high-profile guests and media professionals, strengthening communication skills.

EDUCATION

Ohio University, E.W. Scripps School of Journalism | Athens, Ohio Graduated May 2020

Bachelor of Science in Journalism News & Information | Minor: Spanish

Spanish Language and Culture in Toledo Program | Toledo, Spain May – June 2019

- Improved Spanish-speaking skills to near fluency; completed courses at the University of Castilla-La Mancha