

CESAR R. BUSTAMANTE JR.

Multimedia Journalist and Audience Specialist

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SUMMARY

I enjoy working on databases and creating workflows so that a team can make informed and impactful editorial decisions. After working at different organizations, I'm looking for more leadership roles in audience management. Currently, I'm a teaching assistant at Baruch College and a board member of the Deadline Club, the NYC Chapter of the Society of Professional Journalists.

EXPERIENCE

72Point Inc., Part of the South West News Service

Media Monitoring Manager

July 2020 – April 2022

- Developed a robust workflow, integrated Notion and Signal AI for monitoring the progress and reach of 50+ digital and video projects a month. Reported our outcomes to the entire company daily.
 - Created customizable visualizations through Looker for staff and management.
 - Hired, trained a new media monitor to assist in the increased workload.
 - Searched, tested new tools and developed best practices and workflows for their usage.

Media Liaison

Oct. 2019 – June 2020

- Monitored the progress of our relationships and coverage and reported on outcomes. Found and maintained distribution opportunities and partnerships.
 - Introduced, onboarded 30+ staff onto Slack before remote work was established for lockdown.
 - Created a database to track over 1K+ stories, including relevant info like site domain authority.
 - Trained staff members on the usage of tools and created guides for references.

New York Daily News

Digital Content Editor

March 2018 – July 2018

- Tracked and summarized analytics with tools like Chartbeat. Pitched brand-relevant trending stories. Managed the media accounts and conceptualized social media strategies for 100 stories published daily.
 - Introduced, maintained an editorial calendar to manage daily responsibilities and future strategies.
 - Developed a workflow system to integrate homepage, social media, photo gallery, design teams.
 - Conduct interviews, write and copy edit stories, help develop social media tailored content.

Digital Content Producer

Aug. 2015 - March 2018

- Updated, search engine optimized the website with relevant content from the paper's archives going back to 1919. Researched for trending topics or key historical dates for upcoming spot, enterprise stories.
 - Constructed, maintained a database for the paper's digitized 1K+ archive content.
 - Created, managed the NYDN's flashback Facebook and Twitter, garnering 8K+ followers altogether.
 - Coordinated across teams for special projects such as retrospective on our Son of Sam coverage.

Patch

Data Journalist

Oct. 2013 – Jan. 2014

- Provided and developed data visuals from the Manhattan central office to more than 1,000 hyperlocal news websites across the United States.
 - Generated data visual and story ideas for zip code-level or building-by-building data.
 - Searched, cleaned data sets while testing new tools to create data visualizations stories.
 - Produced original posts for both local and national markets, copy edited posts by other staff.

OTHER EXPERIENCE

Baruch College

Teaching Assistant

Jan. 2023 – Present

- Help professor Geanne Belton, a journalist and attorney at the City University of New York, plan courses and events for high school journalism programs across New York City.
 - Assisted attendees, teachers and journalists at the 2022 High School Journalism Conference.
 - Organized, visualized data accumulated by survey answers to help in management and planning.
 - Managed, updated paperwork for payroll purposes and payment for award recipients.

Deadline Club, NYC Chapter of the Society of Professional Journalists

Secretary

Jan. 2023 – Present

- Moderating, recording the organization's monthly meetings. Offering logistical support for the organization's events and programs that defend freedom of the press and quality journalism.
 - Judged student scholarship applications, serve as judging chair for the Public Service Award.
 - Edited video, audio for the 2023 Deadline Club Awards presentation at the Harvard Club.
 - Introduced, maintain an organizational calendar to manage responsibilities and plan future events.

Assistant Secretary

Jan. 2021 – Dec. 2022

- Reviewed and edited the secretary's minutes for the meetings. Recorded the meetings during the secretary's absence.
 - Served as a board voting delegate during the 2021 Society of Professional Journalists Convention.
 - Volunteered as a judge for the Robert Greenman Award, honoring high school journalism teachers.
 - Generated and executed program ideas as a member of the events committee.

PROFESSIONAL DEVELOPMENT

Transformation Boost at City University of New York

July 2023

- Introduced to the evolving business models for journalism. Received an overview of the current digital media tactics and management best practices. Some highlights include:
 - Discussion of A.I. and possible effects on journalism with Aimee Rinehart from the A.P.
 - Bloomberg News' Mindy Massucci talked about leading the television then the QuickTake brand.

Engagement Boost at City University of New York

July 2023

- Learned about techniques for audience and data-centric newsrooms. Explored new tools and theories about engagement strategies. Some highlights include:
 - On site presentation from the LinkedIn's Editorial and Business Development Team.
 - A conversation with Washington Post's Dave Jorgenson about TikTok and best practices.

EDUCATION

CUNY Graduate School of Journalism

May 2012

- M.A., Journalism, Business concentration

Queens College CUNY

May 2009

- B.A., English with honors and Journalism minor