



Christina Cioffe

Binghamton University
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What degree did you earn?

B.S. in Business Administration with a concentration in MIS and Global Management in December 2010.

Where are you working right now? How did you choose your career path after graduation?

I currently work at Tusk Strategies, a political consulting firm in NYC, which was founded by Mayor Bloomberg's former campaign manager. We work with clients ranging from Uber, AT&T, New York-Presbyterian, Expedia to smaller tech startups and local organizations.

We run campaigns with goals ranging from legislative, to regulatory to reputational. Before coming to work at Tusk, I worked for the Governor's Office and the Mayor's Office.

I started working in government after graduation through a fellowship program which I heard about when I was a summer intern before my senior year. I interned at the NYC Office of Emergency Management. I loved it so much that I wanted to stay in NYC government so I applied and became a NYC Urban Fellow where I was placed in the Mayor's Office of Media and Entertainment. After my year-long fellowship, I was hired on permanently.

After Hurricane Sandy hit, I moved over to the Governor's Office of Storm Recovery to help with the long term recovery of the State. From there, I transitioned over to the Governor's Executive Chamber to focus on digital projects with my previous boss from the city. Then after about a year, a former colleague offered me a job at Tusk and I couldn't refuse since it was combining my love for government with interesting new clients and a fast-paced environment.

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What are some obstacles that you have had to overcome during your career?

Over my career, I have overcome obstacles of not knowing anyone in the industry and really being able to grow my own network. I have been able to make connections and stand on my own, which I think has been important. I've also moved around a bit in my career, but I feel like it has only benefited me now having so many different experiences to draw on. It makes it easier for me to adapt and think through different situations for clients.

What about your job motivates you?

I love what I do, which motivates me. I like that there is always a clear goal with my work and that most clients have great causes that we are working towards. One example is that I work for New York-Presbyterian and we are helping them think through innovative ways to use technology in the healthcare. This is so motivating since the work I'm doing could improve patients' experiences in hospitals. I also have amazing co-workers that teach me something new every day.



How have your experiences at Binghamton helped you in your career?

My experiences at Binghamton have been invaluable to me in my career, from the knowledge I've gained in classes to my internship and student work experiences. I worked at the Communications and Marketing Office at Binghamton for my work study and so many of the skills I developed there I am still using today. I also worked at Pipe Dream and I find myself mentioning what I did there still. I've also met many alumni from Pipe Dream and Binghamton at events and at work. It's great to see what a big network Binghamton provides from a relatively smaller campus.

What do you consider to be your most important accomplishment post-graduation?

I think my current job is an accomplishment since I'm at a great firm where I can see a future and where I am valued and I feel like I am making a difference. I also think financially, paying off all my debt and saving money has been a big accomplishment. I commuted and lived at home for a few years to be able to save up money to live comfortably moving forward.

Would you please be able to provide some insight into the projects you are working on?

At Tusk, we work on variety of different things. I have clients that range in sector and goals and the work I do for them changes every day.

My day can include advertising, graphic design, writing press releases, talking to legislators, creating a website, thinking through innovative ideas, running a hackathon to managing grassroots, field teams and flyers. The list goes on and it is very exciting to do something new and different each day. Our clients also change so it's nice to get new projects every 6 months or so.

Tusk is very fast-paced and everyone has a positive can-do attitude which is extremely refreshing to all be on the same page, working towards a common goal and getting things accomplished in a short time. Our firm has very notable clients as well as smaller firms that I never heard of before and each one is exciting in a different way.

What are some of your hobbies and interests?

Some of my hobbies and interests include traveling, food, baking, and exploring New York City.

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Do you have any advice for current students and/or new professionals?

It's important to always be happy with what you're doing. If you don't like your job, then it's not going to get better and you will not be as productive. We work for the majority of our lives so we should enjoy it. In today's society, it is okay to move around to different jobs to find what you like so don't be afraid to make a change. You don't need to work in the field you went to school for. You can also go back to school or use your experience to find a new job.

Also, it's important to maintain a work-life balance so you're not burned out. But also put in the extra effort at work. Your boss will realize. Another important thing to remember is be human: act like a person at work, make friends and be friendly. No one likes working with a machine. It makes the environment so much nicer knowing that people truly care about you and they will respect that you take the time to get to know them.

This Alumni Spotlight was created by VPMR Louis Clements.

