



REBECCA BONIFACIO

ADVOCATE CREATIVE INNOVATOR

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<https://rebeccabonifacio1.github.io/portfolio>

EDUCATION

JAMES MADISON UNIVERSITY

2017 - 2021 | Bachelor of Science

Media Arts & Design & Communication Studies

GPA: 3.2; Concentrations: *Interactive Design, Advocacy Studies, Political Communication*

ADDITIONAL EXPERIENCE

- AUG 2019** **WXJM 88.7 HARRISONBURG**
SOCIAL MEDIA MANAGER & RADIO HOST
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- PRES.**
- Host two-hour radio show once a week, responsible for controlling Gandalf, answering phone calls, publicizing local events, and participating in dynamic dialogue with co-host
 - Curate content and publicize upcoming events on all social media pages and analyze their efficiency to inform future growth tactics
 - Mentor interns and train new radio members
 - Design merchandise for current members and alumni, responsible for handling order forms, payment and distribution

- JAN 2018** **STUDENT AMBASSADORS**
MEDIA & COMMUNICATIONS COORDINATOR
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- PRES.**
- Competitive volunteer student organization providing on-campus tours to prospective families, roughly 12 tours a semester
 - Built social media presence to gain campus awareness, with 40% increase in applicant pool coming from social media tactics
 - Redesign and upkeep website via Weebly to increase user efficiency
 - Design semester merchandise for current members, 92% of offered purchased designs
 - Videography & photography at all member events, edit content and share on social media

SKILLS

UX Design
Adobe Platforms
Graphic Design
Editorial Writing
Photography
Video Editing
Creative Advertising



RELEVANT EXPERIENCE

- MAY 2020** **CLEOD9 MUSIC**
SOCIAL MEDIA & UX DESIGN INTERN
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- AUG. 2020**
- Complete redesign of Cleod9's professional brand utilizing social media platforms such as Instagram and graphic design through Canva and Adobe Illustrator
 - Individually designed user-friendly website that streamlines multimedia work and past projects via Squarespace
 - Developed aesthetics for the brand, in charge of typography, color illustration, and site layout
 - Provided SEO Analytics weekly on social media content, website interactions, and other engagement insights
 - Created bi-weekly newsletter that highlights current work, upcoming projects, and achievements via Mailchimp

- APRIL 2020** **KIRUNIVERSE**
WEB DEVELOPMENT INTERN
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- JUNE 2020**
- Collaborated closely with marketing and social media teams to develop custom websites and creative content
 - Created site skeletons and wireframes which were turned into responsive websites through Wix and Squarespace
 - Learned to work diligently and execute high-quality work in a remote environment among different types of people

- FEB 2020** **ARATI KREIBICH FOR CONGRESS**
COMMUNICATIONS INTERN
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- JUNE 2020**
- Communicated important local, national and international news with the campaign through daily press clippings
 - Canvassed neighborhoods in NJ-5 district utilizing GOTV tactics; adapted to remote campaign tactics
 - Responsible for weekly phone banking, thank you postcards to donors and door-knocking
 - Created informative infographics on campaign policies

- AUG 2019** **COLLEGE OF INTEGRATED SCIENCES & ENGINEERING**
SOCIAL MEDIA COORDINATOR
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- MAY 2020**
- Rebranded all social media pages within James Madison University's College of Integrated Sciences
 - Utilized Facebook, Instagram, LinkedIn, and Youtube to competitively market the college to prospective students, increased interest in specific majors by 20%
 - Developed innovative social media strategy by utilizing marketing personas and current student research
 - Created monthly calendar, weekly graphics through Canva, and edited video interviews via Adobe Premiere