

REBECCA BONIFACIO

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EDUCATION

**James Madison University |
Bachelor of Science**

HARRISONBURG, VA | MAY 2021

*Double Major in Media Arts & Design and
Communication Studies*

*Concentrations: Interactive Design and
Advocacy Studies*

Minor in Political Communication

SKILLS

- HTML/CSS
- Javascript
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premier
- FinalCut Pro
- Social Media Platforms
 - Facebook, Instagram, LinkedIn, Snapchat
- Photography/Videography
- Advertisement and Design
- Public speaking
- Leadership
- Detail oriented
- Social Media management
- Adaptability
- Negotiation and Persuasion
- Written and Verbal Communication
- Time management
- Working on deadline
- Graphic Design
- Aesthetics
- Team builder
- Self-motivated

RELATED EXPERIENCE

Cleod9 Music | Social Media & Web Design Intern

WASHINGTON D.C. | 05/2020 - 09/2020

- Develop an Instagram aesthetic inline with Cleod9's personal brand
- Work directly with the CEO to create daily story highlights and posts
- Create a more user friendly interface on Cleod9's website
- Showcase Cleod9's work accurately and efficiently on public pages

KIRUniverse | Web Development Intern

BROOKLYN, NY | 04/2020 - 08/2020

- Work within SquareSpace and Wix to create a dynamic site for KIRUniverse
- Focus mainly on front-end web development and user experience
- Learn to work remotely with groups of people from all different backgrounds
- Helped define specific aesthetics and goals for KIRUniverse

Arati Kreibich For Congress | Communications Intern

GLEN ROCK, NJ | 02/2020 - 06/2020

- Communicate important news with campaign daily through press clippings
- Create infographics for social media pages
- Help promote campaign policies and awareness throughout NJ-5 district

College of Integrated Sciences | Social Media Coordinator

HARRISONBURG, VA | 08/2019 - 05/2020

- Complete rebrand of all social media pages for programs within the college
- Focus mainly on daily interaction via Facebook, Instagram and Twitter
- Develop an innovative social media strategy and calendar
- Market pages to distinct personas and create accurate graphics
- Communicate timely and effectively with followers

Collegiate Customs | Campus Sales Director

HARRISONBURG, VA | 08/2019 - 12/2019

- Work with different Student Organizations to help design branded merchandise
- Create original drawings and designs specifically for different clients
- Manage all orders and provide one-on-one services

James Madison University's Admissions Office | Front Desk

HARRISONBURG, VA | 08/2018 - 10/2019

- Liaison with prospective students and their families before touring campus
- Help up to 500 guests at a time while maintaining a professional demeanor
- Dynamically answer questions and provide feedback to visiting guests

INVOLVEMENT

Student Ambassadors | Media & Communications Coordinator

HARRISONBURG, VA | 01/2018 - CURRENT

- Competitive organization that provides campus tours to prospective families
- Serve as the first face for visitors of James Madison University
- Member of 2019 Executive Council
- Curate an active social media presence on Facebook, Instagram, Twitter
- Redesign and upkeep Weebly website and Design merchandise once a semester
- Provide videography and photography services at all member events

WXJM Harrisonburg | Social Media Manager

HARRISONBURG, VA | 08/2019 - CURRENT

- Host two hour talk show once a week on conspiracy theories and related news
- Create dynamic dialogue with co-host and weekly guests
- Member of 2020-2021 Executive Council
- Responsible for creating a professional social media presence on Instagram
- Mentor interns and guide them through curating social media feeds
- Represent James Madison University professionally on air

Phi Alpha Delta | Brother

HARRISONBURG, VA | 09/2019 - CURRENT

- Pre-Law fraternity focused on maintaining integrity and professionalism
- Stay actively involved in politics through community events
- Integral member of my community through Philanthropy opportunities
- Create a professional social media aesthetic as a member of the Publicity Team