

# JANELLE BONIFACIO

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## SENIOR COMMUNICATIONS LEADER & STRATEGIC ADVISOR

Strategic communications leader with 10+ years of experience advising C-suite executives and driving engagement for education, nonprofit, and publishing organizations. Expert in crisis management, multimedia storytelling, and building community trust. Proven success managing enterprise communications platforms and positioning complex public institutions as trusted leaders with the media and the public.

## PROFESSIONAL EXPERIENCE

### Communications Manager

Oakland Unified School District | Oakland, CA | September 2023 – Present (3+ years)

*Lead strategic communications for California's 8th largest school district (50,000+ students), serving as the primary advisor to the Superintendent and assuming interim director-level duties to drive operational continuity during leadership transitions.*

- Assumed director-level responsibilities to drive operational continuity, including strategic planning, cross-departmental coordination, facilitating leadership meetings, and representing the communications function with executive stakeholders and board members
- Led comprehensive crisis communications strategy and brand messaging protocols, ensuring consistent, transparent, and culturally responsive information flow during high-stakes and fast-moving situations
- Served as an on-the-record spokesperson during sensitive issues, managing press inquiries and briefing senior leadership in real time
- Executed proactive media relations strategies to amplify district narratives, secure positive regional and national coverage, and position institutional leaders as trusted sources
- Managed district-wide editorial calendars and flagship publications (four newsletters and bi-annual reports), ensuring accurate, timely, and AP-style-compliant communications across print and digital platforms
- Administered enterprise communications platforms for 35,000+ users, overseeing onboarding, distribution architecture, and seamless district-wide information delivery
- Directed full communications lifecycle for major initiatives (Back-to-School, Graduation, enrollment campaigns), coordinating multimedia production, stakeholder engagement, and rollout strategy
- Spearheaded culturally responsive campaigns (Heritage Month, equity initiatives) through cross-departmental collaboration, ensuring accuracy, cultural relevance, and alignment with district values
- Managed social media channels using data-informed strategies to increase engagement and community interaction across diverse audience segments

### Communications Manager

Business Impact NW | Seattle, WA (Remote) | February 2023 – October 2023

*Directed integrated communications strategy for a regional economic development nonprofit. Advised executive leadership on high-profile organizational launches, business accelerator programs, and external messaging.*

- Championed integrated content and branding strategies, overseeing executive communications, including C-suite speechwriting, briefing materials, and strategic messaging for internal and external stakeholders
- Led crisis communication efforts and instituted rigorous editorial processes to ensure timely, transparent, and effective organizational messaging during critical events
- Orchestrated high-profile strategic launches, including Alaska Women's Business Center grand opening, managing executive speechwriting, press outreach, stakeholder coordination, and event logistics to secure significant regional media coverage across economic development, equity, and small-business outlets.
- Directed end-to-end event lifecycle management for Port of Seattle Business Accelerator Program, coordinating vendor relationships, venue sourcing, media relations, and press coverage from initial planning through final execution
- Spearheaded entrepreneur spotlighting initiatives, crafting authentic narratives for diverse business owners that aligned with organizational mission and drove community engagement
- Built and nurtured a robust media network, cultivating long-term relationships with reporters and positioning organizational leaders as subject-matter experts in economic development and equity-focused initiatives.

### **Copywriter**

Committee for Children | Seattle, WA | September 2021 – December 2022

- Led data-driven social media campaigns and content strategy, leveraging market research and educational trends to optimize engagement with educators, policymakers, and child development professionals
- Partnered cross-functionally with Marketing and Research departments to translate complex research findings into accessible content, including feature articles, white papers, video scripts, and educational materials
- Ensured unified brand voice and style across diverse communication channels, adapting tone and messaging for varied stakeholder audiences while maintaining organizational positioning

### **Copywriter**

Callisto Media | Emeryville, CA | June 2019 – January 2021

- Spearheaded copy strategy for 100+ prescriptive nonfiction titles, collaborating with cross-functional teams of authors, editors, and designers to optimize product positioning and market performance
- Conceptualized and executed A+ graphic content and product descriptions that drove measurable spikes in traffic, conversion rates, and sales across bookstore and e-commerce platforms
- Championed the development of comprehensive process guides and style manuals, establishing industry best practices and ensuring brand consistency across publishing operations

### **Strategic Content & Editorial Leadership**

Various Organizations | 2018 – 2021

**Cider Mill Press (Freelance Editor):** Spearheaded editorial strategy and content development from conception to delivery under rapid production schedules. Delivered structural and line edits, analyzed competitive landscape, and optimized manuscripts for market fit.

**Coldwell Banker (Contract Copywriter):** Developed creative marketing and internal communications copy (video scripts, presentations, newsletters) with strict adherence to AP Stylebook and brand guidelines.

**GameRant (Features Writer):** Conducted research and analysis to produce data-backed feature articles on media and pop culture, demonstrating thought leadership and trend analysis capabilities.

**IvyMax (Freelance Editor):** Advised students through college application process, conducting program research, facilitating essay development, and ensuring adherence to academic writing standards.

### **Publishing Coordinator**

Artslandia Publishing | Portland, OR | February 2018 – July 2018

- Managed production schedules and playbill distribution, serving as primary liaison between vendors, printers, and internal creative teams to ensure timely delivery
- Directed hiring, onboarding, and training of freelance staff while streamlining office operations and providing comprehensive editorial and marketing support

### **Marketing Manager**

Royal Islander Coffee | Kailua-Kona, HI | July 2015 – January 2018

- Drove brand development and recognition across all external communication channels while managing comprehensive social media strategy and content creation
- Coordinated partnership development, event planning, and e-commerce operations, managing marketing campaigns from creative brief through execution

### **Catering & Event Manager**

Templebar Restaurant | Berkeley, CA | June 2005 – June 2015 (10 years)

- Led teams of 5–15 staff members in executing high-profile events, overseeing all aspects from client consultation through final execution and breakdown
- Coordinated vendor relationships, negotiated contracts, managed invoicing schedules, and served as primary client point of contact, building long-term relationships that resulted in consistent repeat business

## **EDUCATION**

**San Francisco State University** | San Francisco, CA

*Bachelor of Arts in Creative Writing*

**Arizona State University** | Tempe, AZ | Film & Media Studies

## **CORE COMPETENCIES & EXPERTISE**

**Strategic Communications:** Executive Advisory & C-Suite Support • Crisis Management & Reputation • Strategic Planning • Stakeholder Engagement • Community Relations

**Content & Brand:** Brand Messaging & Voice • Integrated Campaign Strategy • Culturally Responsive Communications • Multimedia Storytelling • Editorial Calendar Management

**Media & Digital:** Media Relations Strategy • Social Media Analytics • Data-Driven Optimization • Web Content Management (Finalsite, WordPress) • AP Style

**Operations:** Cross-Functional Team Leadership • Vendor & Budget Management • Event Logistics • Process Improvement • Systems Implementation