

Daphne Bonilla

Journalism and
Emerging Media

CONTACT

+1206-778-0351

daphne.ari.b@gmail.com

www.daphnebonilla.com

Seattle, WA

EDUCATION

**Bachelor of Science in
Journalism & Emerging
Media with a Minor in
Marketing**

Kennesaw State University
c/o 2021

SKILLS

Live Event Coordination: Real-time issue management, event readiness, broadcast quality assurance

Project Management: Cross-functional team leadership, live event operations, project tracking

Data-Driven Decision Making: Metrics analysis, process optimization

Digital Media & Streaming: Content strategy, live streaming, audience engagement

Technical Proficiency: Proficient in Adobe Suite, Canva, Jira, PowerPoint, Excel, content management systems (CMS), and analytics tools for measuring communication effectiveness.

WORK EXPERIENCE

GLOBAL LIVE STREAMS COORDINATOR PARAMOUNT+

2021 - Present

- Managed digital communications and live content for a major streaming platform, coordinating between multiple teams to ensure consistency in messaging and delivery.
- Collaborated with internal and external stakeholders, including editorial, marketing, and sales teams, to develop and implement content strategies that align with broader communication goals.
- Actively curate and manage assets for live sport events, aligning with stakeholder objectives to ensure engagement.
- Lead cross-departmental communication, ensuring alignment on high-profile events, and support international expansions.

CONTENT EDITORIAL & OPS LEAD NEWSBREAK

2021 - 2024

- Acted as a liaison between editorial, design, and engineering, streamlining communications and driving content strategy.
- Led the editorial team in creating compelling multimedia content, coordinating closely with design and engineering teams to maintain a consistent brand voice.
- Developed strategic communications plans to address audience needs, leveraging data analytics to optimize content and measure impact.
- Developed content programming strategy, coordinating with stakeholders to align on engagement initiatives.

CONTENT SPECIALIST NEWSBREAK

2020 - 2021

- Reviewed credible public content from a diverse set of publishers, public figures, influencers, and community members, covering subject areas including news, health, climate, entertainment, and lifestyle.
- Streamlined live event push notifications.
- Collaborated with product teams to improve user experience and internal tools.
- Contextualized trending topics on the platform with references to reliable news sources.
- Helped streamline the globalization of the Spanish app throughout Mexico.
- Wrote original stories with original reporting covering the Latin community domestically and globally.

LIVE FEED COORDINATOR- FREELANCE CNN

2019 - 2023

- Managed live digital broadcasts and coordinated communication efforts between news teams and technical staff to ensure seamless content delivery.
- Acted as a point of contact for communication issues during live events, demonstrating quick decision-making and problem-solving skills under pressure.
- Worked on maintaining the integrity and accuracy of live content, adhering to ethical standards and ensuring compliance with broadcasting regulations.

MARKETING MANAGER BODY DESIGN UNIVERSITY

2020 - 2021

- Managed digital communications across multiple social media channels, focusing on real-time engagement, content optimization, and brand consistency.
- Developed and implemented strategic marketing and communication plans that drove increased engagement, visibility, and follower growth.
- Evaluated key social media and digital metrics to refine content strategies, enhancing the impact and effectiveness of digital campaigns.
- Led the creation and distribution of multimedia content, including graphics, email campaigns, and text marketing, ensuring cohesive messaging across platforms.
- Curated and maintained digital landing pages, optimizing content for audience engagement and accessibility.
- Monitored and facilitated community interactions in social media groups, ensuring a consistent and responsive digital presence.

DIGITAL EDITORIAL INTERN NBC SPORTS

2019

- Developed digital content for NBC Sports, including writing, editing, and publishing articles, videos, and graphics tailored for web and social media platforms.
- Collaborated with designers on infographics, flyers, and press briefing materials to support broader communication efforts.
- Published original sports stories and edited video content, contributing to NBC Sports' comprehensive coverage of the 2019 Women's World Cup.
- Used Getty Images to find suitable photographs to go with online articles and videos.

EXTRACURRICULAR ACTIVITIES

DEI STUDENT COORDINATOR GREEN RIVER COLLEGE

- Led initiatives focused on diversity, equity, and inclusion, organizing events and workshops to foster an inclusive campus environment.
- Collaborated with student groups and administration to address student concerns and promote awareness of DEI issues.
- Helped develop and implement strategies to engage underrepresented communities and enhance campus-wide participation in DEI programs.

CERTIFICATES

**Front-End
Web Development**
SheCodes

UX Design
Google

**Certified SAFe® 6
Advanced Scrum
Master**

Scaled Agile Inc