

Daphne A. Bonilla

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Experience

Paramount+ , Live Event Coordinator

Remote

October 2021-Present

- Perform daily content QA tasks.
- Coordinate with multiple departments to requisition needed content
- Update the show pages with latest data, videos and design assets.
- Curate upcoming live events, as they are announced.
- Coordinate across departments to secure assets and approvals as needed.
- Be available to check high-profile content during evening launch periods.
- Responsible for curation involved in the launch of new hardware platforms.

News Break, Content Editorial & Operations Lead

Remote

October 2020-Present

- Oversee content programming on the core mobile app.
- Source, verify and publish breaking news content in Spanish that help increase DAUs and article CTR.
- Craft push notifications for major stories to help users get news updates in real time.
- Create original content and provide live coverage for major events.
- Strategized launch of the Spanish app in the U.S. and Mexico.

CNN en Español, Freelance Live Shot Coordinator Atlanta, GA

November 2019-Present

- Create live stream signals for webcasts and live TV shows broadcast to over 40 million households worldwide.
- Act as a liaison between newsgathering and programming, communicating router and/or studio information and other sources for live shots.
- Schedule studio time for reporters and guest via Show Manager.
- Constantly communicate with reporters and field producers to ensure coordination and other production needs.
- Make quick decisions to solve problems occurring before and during live streams.
- Communicate with our satellite team to ensure transmission for reporters on remote locations via Live-U.

Body Design University, Marketing Manager

Atlanta, GA

Spring 2019

- Developed and implemented digital marketing plans and content to drive community engagement and sales across all channels
- Developed influencer marketing strategy across multiple brands.
- Created original content including social graphics, email marketing campaigns, landing pages, blogs and articles, presentations for internal and external partners.
- Organized the execution of video and photo shoots.

NBC Sports, Digital Editorial Intern

Stamford, CT

Summer 2019

- Published video content for NFL, NASCAR, IndyCar, Tour de France, and other sporting events.
- Updated NBCSports.com, NBC Sports apps, and blogs with the latest news using Drupal.
- Created SEO titles, web headlines, app headlines, and hyperlinks through MPX Video Management System for video content released to all NBC Sports digital platforms.
- Monitored article posts via WordPress and the Associated Press.

The Sentinel, Staff Writer

Kennesaw, GA

January 2019-June2019

- Wrote features, game stories, recaps and enterprise pieces on a variety of college sports for the weekly newspaper at Kennesaw State University, a state school with 35,846 students.
- Contributed to content editing and pitching via Camayak.
- Conducted interviews with players and coaches.

Skills Spanish/English, SEO Writing, iNews, Drupal, Proofreading/Editing, Camayak, Research & Fact -Checking, Media Source, Event-Coordinating, Radio Operation Board, Windows & Mac OS Platforms, MS Office (Word, Excel, PowerPoint), DSLR Cameras, Light Room, Photoshop, Word Press, Slack

Education

Kennesaw State University, Kennesaw GA

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