

KATE BONIFAS

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SUMMARY

5+ years of experience managing cross-functional projects at entertainment, tech, and non-profit organizations. I am a dynamic and intuitive team-player confident working across organizations and guiding executive teams. Seeking roles in communications, project management, and business development.

SKILLS

Project Management • Workflow Optimization • Communications • Marketing • Copy Writing • Resource Allocation • Data Analysis • UI/UX Strategy • Event Production • Budget/Expense Management • Content Production

TOOLS & SOFTWARE

Microsoft 365 • Google Workspace • Asana • Click-Up • Notion • ShotGrid (Flow Production Tracking) • Frame.io • Adobe Suite (Photoshop, Illustrator, InDesign, Premiere) • Canva • Figma • Airtable • Content Management Systems

EXPERIENCE

Ingenuity Studios – Los Angeles, CA

Marketing and Communications Manager *Mar 2024 – Present*

- Developing branding and integrated marketing strategy across social media, web, press, advertising, etc.
- Directing the creation of assets for studio branding and marketing campaigns across mediums.
- Managing internal workflows to ensure proper upkeep of organizational systems and flow of information across employees, stakeholders and clients.
- Optimizing communications strategy and circulating messaging to the global team through proper channels.
- Initiating new opportunities for department growth and creating clear implementation plans for initiatives.
- Creating lead-gen advertising campaigns for Meta and Google Business accounts.
- Designing the company website with SEO optimizations, continuously updating the content management system.
- Multi-disciplined copywriter: press, web, direct response, technical, etc.

Media Coordinator / Office Operations Manager *Apr 2022 – Mar 2024*

- Created content and social media assets that aligned with brand voice and campaign goals.
- Planned and led company-wide virtual engagement and team-building initiatives.
- Managed planning and logistics for in-person and virtual events with 200+ attendees.
- Supervised on-site staff and production assistants while directing daily studio operations.

Office Assistant *Jul 2021 – Apr 2022*

- Reopened the studio office for hybrid work, streamlining operations and improving onboarding experience.
- Managed front desk reception, office inventory, and expense accounts.

NDLON (National Day Laborer Organizing Network) – Altadena, CA

Disaster Coordinator *Jan 2025 – Apr 2025 (contract)*

- Led on-site emergency supply distribution and volunteer coordination during Eaton Fire response efforts.
- Developed inventory system for donations and coordinated distribution to departments on the supply line.

PSAV (Encore) – Los Angeles, CA

Audio/Visual Technician *Jul 2019 – Mar 2020*

- Ensured flawless audio/visual execution with friendly hospitality in high-volume venues.
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EDUCATION

New York University (NYU) – Tisch School of the Arts: Film & Television Production B.F.A., Business Minor