

Margaret Bonomo

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Work Experience

Calspan Corporation, Buffalo, NY

May 2021 – September 2023

Associate Marketing Specialist

- Coordinated and executed regular publishing of internal communication on the Calspan Intranet platform: developed a content schedule, liaised with HR, executive leadership, and Calspan business units to define relevant topics, and posted multimedia punctually.
- Produced required collateral needed for internal/external communications including graphic design, website development, video, photography, social media, and other marketing needs.
- Assisted in the execution of marketing objectives, public relations, CRM administration, data entry research, customer presentations/events, and other marketing tasks.
- Coordinated and executed the creation of promotional content for Calspan's presence at industry events, including trade shows and conferences.

Video Production Intern

- Worked in the Marketing Department to promote business units and recruiting efforts while handling multiple tasks.
- Used Adobe Suite editing software and graphic design to deliver professional quality video.
- Set up and operated cameras, audio and video recorders, lighting equipment, and microphones.

Hello Phello, Rochester, NY

January 2021 – June 2021

Marketing Video Editor

- Created digital content for branding including customized logos, banners, images, and animated videos.
- Worked with marketing team to effectively promote Hello Phello across all social media platforms.

Freelance, Manlius, NY

September 2020 – Present

- Collaborated with territory marketing manager at The Hartford to create promotional materials for corporate events.
- Worked with faculty member to create a video for a memorial celebration from collected videos and images.
- Corresponded with business development team to edit promotional video for Comfort Systems USA.

Hobart and William Smith Tennis Teams Social Media Manager, Geneva, NY

June 2020 – May 2022

- Promoted the HWS Tennis programs on Instagram and Facebook by creating and managing a social media marketing calendar.
- Edited videos and photos using iMovie, Final Cut Pro and Adobe Illustrator.

Skills

Final Cut Pro, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Apple iMovie, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Instagram, Facebook, YouTube, Canva, Concrete 5, WordPress, Microsoft Sharepoint, Constant Contact, Hootsuite

Education

Hobart and William Smith Colleges, Geneva, NY

May 2022

William Smith College, Bachelor of Arts in Media and Society, with a minor in Economics

GPA 4.05

Fayetteville-Manlius High School, Manlius, NY

June 2018

NCAA Experience

Division III Tennis, *William Smith College*, Geneva, NY

Fall 2018 – Spring 2022

- Worked on individual and team skills by playing singles and doubles.
- Maintained composure and ability to think quickly under high stress situations on and off the court.

Team Leader, *William Smith Tennis Team*, Geneva, NY

Fall 2020 – Spring 2022

- Created a comfortable and inclusive environment for all players using leadership skills.
 - Worked with coaches to help navigate the social challenges associated with COVID-19.
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