

KIM BONIFAY

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Multi-lingual, result-driven professional with a diverse background in film production, creative marketing and copywriting. Easily adaptable due to multicultural upbringing, committed to delivering high-quality outcomes.

PROFESSIONAL EXPERIENCE

Akimbo Creation

Multimedia Producer | Los Angeles, CA | November 2021 - present

Film

Led meetings and pitches to high profile streamers and production companies presenting concept, story, budget and marketing strategy per project.

In charge of networking and acquiring new contacts for projects including but not limited to producers, financiers, and crew at conventions and other networking events.

Created comprehensive “packaging” per project including look books, pitch decks, budget, synopsis and script

Talent scouting including script writers, directors and actors through networking or contacts with representation.

Developed and managed the company website and social media content, bolstering online presence.

Orchestrated administrative functions, from organizing meetings to handling administrative tasks.

Conducted comprehensive script submission coverage and review. Deliverables included crafting a succinct log line, detailed summary, insightful comments, and decisive recommendations, ensuring streamlined decision-making processes.

“The Bathtub”

Coordinated production of film including location scouting, formatting schedules, budgets and call sheets and acquisition of talent, crew & equipment.

Creative director and writer. Created storyboard and led direction on set.

Film was accepted by multiple film festivals worldwide and won “Best Short Director” at the *LA Independent Women Film Awards* as well as “Best First Time Filmmaker Short” at *Brussels World Film Festival*.

“Baby Boo”

Led pre-production of film. Ensured timely completion of project. Co-writer.

Film was accepted at the *LA International Sci-Fi Film Festival*

“Logged In”

Managed crew, directed the film and its branding on social media.

Film was accepted at the 2024 edition of the *Chelsea Film Festival* showcased at Regal theaters and the *Big Apple Film Festival* at the Look Dine-In Cinemas.

Creative Branding

Client: "JAVISTA" (Coffee Shop)

Created creative briefs and marketing plans for various marketing campaigns.

Copywriting for both social media and in store use.

Created, planned and overviewed completion of social media campaigns from start to finish.

7811 Gallery

Gallery Assistant | March 2024 - August 2024

Website Management: Overseeing the gallery's online presence, ensuring that the website is up-to-date and visually appealing.

Event Planning: Organizing and coordinating gallery events, from exhibitions to private viewings, to enhance visitor engagement and promote artists' work.

Content Strategy: Developing and implementing a content strategy for social media and the website to increase visibility and attract a wider audience.

Copywriting: Crafting compelling and informative copy for marketing materials, press releases, and online content to effectively communicate the gallery's message.

Marketing: Implementing marketing initiatives to promote the gallery and its exhibitions, driving awareness and attendance.

Administrative Support: Assisting with day-to-day operations, including correspondence, scheduling, and customer service.

Bookkeeping: Managing financial records, invoices, and transactions to ensure accurate accounting and budgeting.

Back-End Operations: Handling back-end tasks to ensure smooth functioning of the gallery, including inventory management and database upkeep

The NOW Massage

Experience Guide | West Hollywood, CA | February 2023 - March 2024

#1 Lead membership sales employee for in 2023

Company-wide winner of "Gift Card Contest" in December 2023 selling over \$13000 worth of gift cards that month

Delivered exceptional guest service, enhancing overall client experience.

Promoted The NOW's mission, resulting in increased membership and enhancement sales.

Maintained punctuality and upheld boutique standards during operational hours.

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EDUCATION UCLA Extension Program "Advanced Writing for Marketing: Professional Copywriting and Content Strategy"/Pace University New York, NY / Les Cours Florent Paris, France.

LANGUAGES Fluent in English, French and Spanish (Spoken & Written)

TECHNOLOGY Wix, Video Editing; Premiere suite, Video Production, Google suite, Keynote

LINKS LinkedIn - <https://www.linkedin.com/in/kim-bonifay-88b16025b/>**Portfolio** www.akimbocreation.com/kimbonifay