

# Nadia Bonilla Gross

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## Professional Summary

Highly motivated, team oriented and energetic people-person who strives to ensure that all tasks are successfully accomplished on time. Results-oriented with proven abilities in developing positive relationships with clients and coworkers. Devoted to exceeding personal and group goals. Lifelong learner seeking to continually improve. Open to ongoing training and coaching for said position. Strong work ethic. Can multi-task and pay attention to detail.

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## Education

**Wilmington University** - *Bachelor of Science Degree in Media Design, with a Concentration in Photography*  
2015 - 2019

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## Professional Experience

**Wilmington Public Library** - *Marketing and Media Design Specialist*  
2019 - present

- October 1, 2024 - Awarded Library Journal's 2024 Marketer of the Year Award
- Created impactful marketing materials leveraging a Bachelor of Science Degree in Media Design
- Contributed to the library's success, earning a number of accolades
  - 2022 National Medal for Museum and Library Service
  - 2022 John Cotton Dana Library Public Relations Award for the Wilmington Library Brand Lift
- Designed flyers and other marketing materials for high-profile events, enhancing community engagement and organizational presence
- Reviewed, hired, and coordinated with vendors for necessary marketing materials such as video PSA's with voiceovers.
- Celebrity Event Planning:
  - Successfully planned and executed high-profile celebrity events.
  - Helped manage logistics including hiring DJs, organizing detailed itineraries, and ensuring seamless execution.
  - Crafted engaging video scripts for sound bites, enhancing the promotional efforts of events.
- Public Relations and Media:
  - Authored compelling press releases targeting the tristate area to help gain media coverage.
  - Provided celebrities with thorough run-downs of event schedules and expectations, ensuring they are well-prepared and confident.

- Social Media Coordination:
  - Actively interacted with hundreds to thousands of followers monthly, building a strong, engaged online community.
  - Developed and maintained a reputation for the library's social media accounts as highly interactive and engaging.
  - Reviewed and hired DJs, as well as vetted photographers and videographers to ensure high-quality coverage of events.

## **Freelance Photographer & Designer**

*2016 - present*

- Collaborated on a photoshoot with a local artist, featured on a jumbotron in Times Square
  - Partnered with a graphic designer to create a magazine mockup, contributing both photography and design elements
  - Engaged in web design collaborations, including the "Dancing with the Delaware Stars: Wilmington Library Fundraiser"
  - Managed celebrity events and VIP entries, showcasing strong organizational and design skills
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## **Skills**

- Marketing Strategy Development
- Media Design and Graphic Design
- Professional Photography
- Community Engagement
- Project Management
- Organization Liaison
- Social Media Management & Design
- Event Planning, Management, & Coordination
- Script Writing and Content Creation
- Public Relations and Media Outreach
- Vendor and Talent Management