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# BONICA AYALA

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## Skills

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Digital Asset Management, Taxonomy, Metadata, User Experience/User-centered Design, Analytics/Research - Product Analysis, Producer, Photographer, Videographer, Editor, Adobe Creative Suite, Zendesk, JIRA, Confluence

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## Digital Asset Management Portfolio

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- **DAM Survival Guide Interview: Creating DAM Training Videos**

<https://damsurvivalguide.wordpress.com/2014/07/08/creating-digital-asset-management-training-videos/>

- **Guru Talk: Bonica Ayala**

<https://damguru.com/guru-profile-bonica-ayala/>

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## Work History

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### MANAGER, ART BUYER & DIGITAL ASSET MANAGEMENT

[Charles Schwab, Brand Identity and Strategy](#)

December 2018 - October 2019

- Collaborator in managing over 200,000 assets in Bynder Enterprise Digital Asset Management system (DAM).
- Partnered with creative agencies, vendors, and end-users to ensure asset organization in DAM system.
- Developed and applied metadata standards, metadata properties, controlled vocabularies, keywords, and captions to drive accurate asset findability, categorization, and positive user experience.
- Analyzed DAM system; taxonomy structure, system processes, workflows, users, and asset information.
- Evaluated DAM content, taxonomy, naming conventions, controlled vocabularies, keywords, metadata, and system users to identify gaps in coverage, correct misclassified content, and redundant and ineffective categorization.
- Conducted research and analysis (comparative, internal data sources, user research) to inform the taxonomy development process.
- Managed usage rights and licensing of media assets for internal and external agencies.
- Produced photoshoots, managed vendors, client relationships, scheduling, planning, post-production, contracts, budgets, and payment.
- Introduced JIRA and Confluence project management tools to increase efficiency in managing and tracking requests and projects.
- Created process documentation and workflows to further increase efficiency across teams.

### IMAGE CONTENT SPECIALIST

[GoDaddy, LLC \(Formerly Main Street Hub\)](#)

December 2016 - December 2018

- Managed image content; culled and edited raw images to fit each client's unique brand and voice.
- Provided photographer coaching; created guides to drive improvement and ensure quality.
- Researched and evaluated photographers across the US to expand the photography network.
- Evaluated and refined internal procedures, best practices, and department workflows.
- Used Zendesk, JIRA, and Confluence to manage department objectives and improve efficiency.

## **PHOTOGRAPHER**

[Bonica Ayala Photography, LLC](#)

July 2014 - Present

- Areas include social justice, film, commercial, and portrait.
- Created high-quality, impactful photographs that convey the client's brand, style, and story.
- Custom logo creation, web design, and social media management.
- Collaborated with clients to develop and produce brand-cohesive materials for print and web.
- Fostered relationships with clients and various third-party vendors.
- Coordinated and managed all business operations, invoices, PO's, studio expenses, billing, purchasing, bookkeeping, contracts, and rights usage licenses.
- 10 years of experience with Photoshop, Lightroom, InDesign, Illustrator, and Premiere.

## **DIGITAL ASSET MANAGER**

[Boston Architectural College \(BAC\)](#)

January 2013 - July 2014

- Drove the strategy for the Boston Architectural College's (BAC) enterprise Digital Asset Management System (DAM).
- Partnered with leadership, key stakeholders and internal teams to identify the business process and system requirements keeping user-centered design and experience the top priority.
- Researched and evaluated 12 DAM systems; synthesized findings; assessed and refined system requirements
- Negotiated service agreements and licensing and secured ThirdLight resulting in savings of \$20K.
- Conducted research and analysis through surveys, shadowing, and system analytics.
- Executed full implementation of the DAM system including system configuration, taxonomy, workflow, uploading assets into DAM, user documentation, user onboarding, and user support.
- Developed and applied taxonomy, metadata standards, metadata properties, controlled vocabularies, keywords, and captions to drive accurate search results of assets within the DAM system.
- Led user onboarding, user training, user support, management of user sign-ups, while overseeing the system and the distribution of digital content.
- Continuously assessed system to make improvements for the evolving needs of the BAC and users.
- Created a user support web page with support documentation and eight (8) customized support videos to increase positive user experience and system adoption.
- Developed standard procedures, policies, definitions, processes, and how-to documentation.
- Scheduled, tracked, and led weekly project reviews with the creative team that monitored progress and performance.

## **LEAD PHOTOGRAPHER & WEB CONTENT MANAGER**

[Boston Architectural College \(BAC\)](#)

October 2011 - January 2013

- Worked with Vice President of External Affairs, Marketing Department, and Communications Department to properly align communication strategies across the BAC.
- Researched and evaluated content management systems.
- Captured life at the BAC (photography/videography) according to brand-specific guidelines and objectives.
- Photographed events, publicity stills, headshots, portraits, and profile stories.
- Managed photo workflow from creation to archive including post-production.
- Produced photo and video content for marketing and social media initiatives.
- Evolved brand style guides and established photo criteria for print and web.
- Developed photography post-production workflows and file management processes.
- Managed institutional website; oversaw production and submission of new web content, web changes, updates, and ad-hoc corrections.
- Assessed and evaluated website, taxonomy, and user experience.
- Developed naming standards, identified accepted formats, and collaborated on website architecture.
- Oversaw equipment needs/repairs, and worked closely with IT to ensure systems were properly working and up-to-date.

## **COORDINATOR, PROFESSIONAL & CONTINUING EDUCATION INSTITUTES**

Boston Architectural College (BAC)

September 2009 - October 2011

- Photographed classroom experience, portraits, architecture, and urban life for advertising and marketing.
- Evaluated website, identified and executed changes to increase positive user experience.
- Updated and managed department website.
- Collaborated on the restructuring of department web pages.
- Managed and tracked budgets, stipends for curriculum development, and classroom expenses.
- Provided database management of student records, course certification, and visual media.
- Managed photography workflow with Adobe Photoshop Lightroom.
- Created, updated, and managed institutional material with Adobe InDesign.

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## Education

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BFA in Photography, University of North Texas, August 2007