

# Bonnie Efirm

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## Experience

### **Creative Communications Intern, ID Public Relations, Los Angeles, CA January 2016 – April 2016**

- o Wrote + edited bios, proposals, press releases, speeches, email memos, scripts, social media posts + website/promotional + branding copy for talent, brands, films + non-profit clients including Hulu, Netflix, Apple, musical.ly, Stand Up 2 Cancer, Tiffany & Co. + others
- o Assisted in media training sessions with talent + executives + drafted follow up documents
- o Updated and created press kits and media lists for talent, brands + film clients
- o Brainstormed ideas for PR campaigns, guerrilla tactics and communications strategies for social media
- o Pitched new business proposal to senior level management for brand, film + talent

### **Executive Director, The Waves Effect Agency, Malibu, CA August 2014 – April 2016**

- o Oversaw + managed agency members projects in PR, Advertising, Media + Marketing
- o Communicated with clients + planned meetings, pitched ideas + presented proposals
- o Ran internal communications with agency members, faculty advisors + clients, planned agency meetings, orientations, + team building exercises
- o Conducted hiring interviews, managed hiring paperwork, + communicated with applicants

### **Manager + Guest Experience Associate, Exhale Spa, Santa Monica, CA Feb 2013 – August 2015**

- o Managed Guest Experience Associates while reporting to studio director
- o Oversaw wellness boutique, sold retail + memberships
- o Greeted spa guests, covered phones, misc. administrative tasks, oversaw spa attendants, used PC MindBody software to book appointments

### **Nissan Account Planning & Social Media Intern, TBWA\Chiat\Day, Los Angeles, CA Summer 2012**

- o Improved Nissan Leaf blog by suggesting SEO tips, redesign opportunities, + content ideas
- o Attended weekly status meetings + client meetings with creatives, account executives, project managers + social media community managers
- o Generated ideas to brief creatives on the Nissan LEAF Guinness World Records project
- o Developed competitive analysis reports on Ford Explorer in preparation for the Nissan Pathfinder social media campaign launch
- o Maintained daily content calendars + created monthly review decks for Nissan models' social media pages + gathered consumer insights through Facebook community management
- o Collaborated with other interns on a creative intern project that included a website, video, and 360 campaign proposal presentation

### **Editorial Web Intern, The Knot Magazine, New York, NY**

**Summer 2011**

- o Managed and updated The Nest.com daily + uploaded web content (food and décor)
- o Wrote + edited blog posts for TheNest.com's décor blog
- o Copy-edited for The Knot Real Weddings section (print)
- o Contacted publishers + filled out permission contracts for use of photos + recipes
- o Researched story ideas about alternative marriages in the U.S. for *The Knot* feature story
- o Won intern contest: came up with name for new bridal fitness brand – "Fit to be Wed"

## Education

### **Pepperdine University, Malibu, CA M.A. Strategic Communication**

**April 2016**

Honors: Awarded with "Outstanding Graduate Student in Strategic Communications" nominated by faculty, Granted Graduate Assistantship for Communication Division, GPA: 3.9

### **Book Shop LA, Los Angeles, CA Intro, Intermediate, Advanced Copywriting Courses June 2014**

### **Elon University, Elon, NC B.A. Journalism Minor: Spanish language**

**May 2012**

Honors: Graduated Cum Laude, Dean's List, Presidential Scholarship Recipient, Lambda Pi Eta

## Skills

**Software:** PCs & Macs - Microsoft Office, Adobe Creative Suite, Cision

**Social Media:** Facebook, Twitter, Instagram, SnapChat, Linked In, YouTube, Pinterest, Vine, Periscope  
WordPress, Blogger