

# Bonnie Efird

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## Experience

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

- o Writing + editing bios, proposals, press releases, speeches, email memos, scripts, social media posts + website/promotional + branding copy for talent, brands, films + non-profit clients including Hulu, musical.ly, Stand Up 2 Cancer, Tiffany & Co. + others
- o Assisting in media training sessions with talent + executives + drafting follow up documents
- o Updating and creating press kits and media lists for talent, brands + film clients
- o Brainstorming ideas for PR campaigns, guerrilla tactics and communications strategies for social media

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

- o Overseeing + managing agency members projects in PR, Advertising, Media + Marketing
- o Communicating with clients + planning meetings, pitching ideas + presenting proposals
- o Running internal communications with agency members, faculty advisors + clients, planning agency meetings, orientations, + team building exercises
- o Conducting hiring interviews, managing hiring paperwork, + communicating 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 Expected April 30, 2016**

Honors: 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 Inductee

## Skills

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

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