

Tamara Bonet

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EDUCATION

Pace University, Pleasantville, New York
Master of Arts, Media & Communications

Expected: 05/2015

Pace University, Pleasantville, New York
Bachelor of Arts in Communications

12/2013

EXPERIENCE

JJ Eyelashes, *Public Relations Coordinator*, New York, NY 5/2014 – Present

- Define company vision and analyzed PR needs, including internal relations and business strategies
- Manage media inquiries, press clippings, interviews, and other support needs
- Research and establish relationships with eCommerce partners to increase brand awareness
- Write engaging web, social media, and e-mail marketing content, increasing retention by 20%, monthly
- Organize and host company events, including [grand openings](#) and company meetings

The Curvy Health Coach, *Public Relations Intern*, New York, NY 6/2013 – 12/2013

- Promoted and marketed holistic services and products to regional and national audiences
- Monitored and created innovative social media content, increasing online presence and new business
- Assisted with event and support group development by introducing creative diet management techniques
- Created and maintained press releases, media lists, client lists, and appropriate calendar systems

Pure Dymonds Events, *Social Media Intern*, Virginia Beach, VA 5/2013 - 9/2013

- Researched fashion and entertainment trends in the event planning industry
- Produced weekly [blogs](#) on a variety of topics including weddings, corporate events, and parties
- Managed and created social media content on Facebook and Twitter to promote services
- Collaborate with lead planner to create packages to meet the needs of clients

SHARE Cancer Support, *Communications Intern*, New York, NY 6/2013 – 8/2013

- Managed and organized social media accounts for fast-paced non-profit organization
- Promoted organization's programs via social media, website, press releases and literature
- Edited content for press releases, media lists, internal memos, and email marketing initiatives

Latino U College Access, *Communications Intern*, Ossining, NY 11/2012 – 5/2013

- Researched and promoted higher education issues within the Latino community
- Created and managed social media accounts to educate local students and education advocates
- Developed relationships with students and families utilizing social media, online services and literature
- Assisted with events and gained sponsorship via the Hispanic Scholarship Fund (HSF)
- Created content for marketing materials, website, and other methods of literature

Graduate Projects & Media Placements

- Corporate Social Responsibility Campaign - [NHL](#)
- iProject – [Fashion Link Up: Social Application](#)
- Research – [Effects of Appearance in the Workplace](#)
- Lifestyle Blog – [Luxe Like Lola](#)
- Advertising Partnership - *The Hollywood Reporter*, 2014 Beauty Issue
- Profile Feature – *Resident Magazine*, January 2015
- Beauty Service Vendor – Women's Wear Daily's 2015 Digital Beauty Summit

SKILLS

Administrative Support; MS Office (Word, Excel, Power Point); Adobe Photoshop, InDesign, Illustrator; MAC OS; Constant Contact; Google Analytics; Inventory Management, Branding; Research; Data Analysis; Campaign Development; Event Planning; Copywriting, Blogging; Marketing; PR Log; Cision: PR Newswire; Internal/External Relations, Donor Outreach; Celebrity Gifting; Fashion and Beauty