

D. Ryan Efros

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OBJECTIVE

Obtain an entry-level public relations position with a dynamic firm or agency where my skills in world communications, problem solving, and leadership will enhance its own image and that of its clients.

EDUCATION

University of Nevada, Las Vegas: Integrated Marketing Communications
Phi Kappa Phi member, 3.88 GPA, *magna cum laude*

Courses of Interest (4.0 GPA):

- Public Speaking
- Introduction to IMC
- Mass Comm. Research Methods
- Mass Media and Society
- Interpersonal Comm.
- IMC Strategic Planning
- Survey of Comm. Studies
- Media Planning and Buying

MARKETING CAMPAIGNS

Mix N' Munch – UNLV

Group Manager. Led focus groups, administered surveys, analyzed data, produced creative content. Prof. Daniel Stout stated, “Best project ... I’ve seen since I started teaching.”

UNLV AAF / NSAC team 2009/2010 – State Farm Marketing Case Study

Proposal Project Manager. Created surveys, interviewed target, generated insight, produced and edited copy for plans book, coordinated with creative and media groups to produce final plans book and presentation.

EMPLOYMENT AND SERVICE HISTORY

2010 - Present

Corporate Communications Intern – Vegas PBS

Las Vegas, Nevada

Analyzed and applied research in an adjustment to the member magazine which resulted in saving of \$89,000 per year. Produced promotional on-air spots. Interacted with public and Ad / PR firms. Assisted with trade show booth preparation for multiple expositions.

2008 - 2009

Wildland Firefighter – US Forest Service

Mt. Charleston, Las Vegas, Nevada

Located and suppressed wildfires ranging in size from single tree to thousands of acres. Organized a highly successful special event, Smokey Bear’s 65th Birthday Party, which exceeded attendance goals without budgetary support by securing all donations of goods and publicity. Created promotional material and scripted public service announcements. Attended media interviews. Served as primary public contact.

2005 - 2007

Missionary – The Church of Jesus Christ of Latter-day Saints

Italy Milan Mission, Italy

Demonstrated capabilities in scheduling, budgeting, training, and other fields. Refined leadership skills through coaching and mentoring up to sixteen individuals. Developed full verbal and written fluency in Italian.

2002

Eagle Scout, Boy Scouts of America