

Kal Reasons

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kalreasons.com

Cedar Grove, TN
(731)-535-2265

Education

University of Memphis, Cumulative GPA 3.65

Memphis, TN

- Bachelor of Arts in Public Relations
◦ Student Success Program, NLGJA student member, PRSSA

December 2024

Honors

- Dean's List (Spring 2021/Fall 2021/Spring 2022/Fall 2022/Spring 2023/Fall 2023)
- Microsoft Office Certification

September 2021

Experience

West Tennessee LGBTQ+ Support

September 2020-Present

Administrator and Founder

Cedar Grove, TN

- Championed development initiatives, planned 9 events over the course of one year, and controlled operational functions.
- Featured for our work on local and statewide news platforms over a dozen times.
- Increased page follows and group membership by 50% in less than 12 months by following a specific brand kit and posting schedule for optimized algorithm navigation.

Meeman 901 Strategies

August 2023-December 2023

Intern

Memphis, TN

- Created graphics for social media platforms and produced five blog posts.
- Utilized Wix domain to post blog content on a regularly scheduled basis, resulting in a 5% increase in website visits over a 3-month period.
- Developed strategic plans tailored for Meeman 901 Strategies and PRSSA and content calendars for planned content over a 3-month period.

Dollar General

March 2022-October 2022

Lead Sales Associate

Cedar Grove, TN

- Provided consistent, exceptional customer service, created personal bonds with dozens of consumers and educated them about owned media such as the DG App.
- Maintained accurate inventory and stocking records with 100% accuracy.
- Orchestrated weekly merchandising tasks like pricing items, rotating stock, organizing shelves, etc.

UoM Lambuth Campus

January 2021-March 2021

Student Library Assistant

Jackson, TN

- Utilized Library of Congress method of library organization to reshelve books.
- Assisted with student check-ins, check-outs, equipment rentals, computer assistance, and technological troubleshooting.

Little Caesars

2016-2017; 2019-2020

Daytime Assistant Shift Manager

Milan, TN

- Oversaw the operations during shifts, managed staff, handled customer inquiries, and ensured optimal financial performance and customer satisfaction.
- Prepared and assembled 200-500 pizzas according to Little Caesars' standards and recipes daily with 100% accuracy for four months in 2019.

Skills Advanced customer service and sales experience, AP style, video and audio editing, computer systems and software, business operations, financial and bookkeeping, Conversational Spanish, Microsoft, Adobe Express, Canva, Adobe InDesign