Kal Reasons

Public Relations Professional



CONTACT

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EDUCATION

University of Memphis Memphis, TN Class of December 2024 B.A. of Public Relations Cumulative GPA 3.65

STUDENT ORGANIZATIONS

Student Success Program NLGJA Student Member **PRSSA**

HONORS

Dean's List

• Spring 2021; Fall 2021; Spring 2022; Fall 2022; Spring 2023; Fall 2023

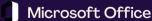
Microsoft Office Certification

EXPERTISE

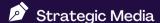


Graphic Design











ABOUT ME

Currently, I am a Public Relations Student at the University of Memphis Global aiming to build mu career with an exceptional company. I aim to spend my life building others up through my work experiences.

WORK EXPERIENCE

Administrator and Founder

West Tennessee LGBTQ+ Support (September 2020-Present)

- Lead development efforts, event planning, and management of day-today operations.
- Featured for our work on local and statewide news platforms over a
- 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.

Intern

Meeman 901 Strategies (August 2023-December 2023)

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

Lead Sales Associate

Dollar General (March 2022-October 2022)

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

Daytime Assistant Shift Manager

Little Caesars (2016-2017; 2019-2020)

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