

# 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

 Photography

 Microsoft Office

 Marketing

 Strategic Media

 DE&I

### ABOUT ME

Currently, I am a Public Relations Student at the University of Memphis Global aiming to build my 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-to-day operations.
- ✦ 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.

#### *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 customer satisfaction.
- ✦ Prepared and assembled 200-500 pizzas according to Little Caesars' standards and recipes daily with 100% accuracy for four months in 2019.