

Reagan Thornley

FREELANCE WRITER AND DESIGNER



Work Experience

HER CAMPUS MS STATE| 2018 - PRESENT

Campus correspondent and writer

I began writing with the Mississippi State chapter and have had twelve articles published. In July of 2020, I was promoted to Campus Correspondent. With this promotion, I have taken on the responsibilities of publishing content, leading executive, general, and writer team meetings, coordinating themed content weeks, and collaboration events with other chapters around the world.

JUICED! MAGAZINE| JUNE 2020- PRESENT

Music Director

I began working with the Juiced! Magazine team as a member of the board of decisions and working as the resident music journalist/director. With my role as music director, I have written interviews, press conference and event coverage, and promotional pieces for the website, Instagram, and print issues. As a member of the board of decisions, I have reviewed new team applications, crowd-sourced submissions, and helped the team make creative and marketing decisions. I have had six articles published on the website and an interview piece in the first print issue since its creation in June 2020.

MISSISSIPPI STATE STUDY ABROAD PROGRAMS

International Marketing and Branding: France (May 2019)

Before departing for the trip, myself and another student researched and lead the meetings cultural presentation on the Louvre Museum. Throughout this program, we visited cultural and branding hot spots and developed our international management, branding, and marketing skills.

International Marketing and Branding: The Netherlands and London, England (March 2020)

While the group prepared for the trip, I researched the Heineken Brewing Company, Anne Frank, and their corresponding museums. I later presented the information to the group as a briefing for our first day in Amsterdam. Throughout our trip, we visited cultural and branding hot spots in the countries and advanced our cross-cultural branding and marketing abilities

UNDERGRADUATE MINOR| JANUARY-DECEMBER 2019

Political Science

Over the span of two semesters, while still classified as a freshman, I earned a minor in political science with a concentration in terrorism research.

BRAND AMBASSADORSHIPS

Bubbly Belle (Fall 2020)

In the fall of 2020, I have been working with Bubbly Belle to promote their bath products to my Instagram followers. In this time I have raised the brand's visibility and outreach on social media through promotional videos and story posts.

Contact

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Portfolio:

<https://reaganthornley.journoportfolio.com/>

Education

Mississippi State University 2018-Present

B.S. in Business Administration

Political Science Minor

Strengths

Creativity
Time Management
Leadership
Organization
Copywriting
Communication
Public Speaking
Marketing
Strategy

Skills

Microsoft Suite
Muck Rack