

# Reagan Kelly

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## Education

### **BACHELOR OF SCIENCE | MAY 2019 | FLORIDA STATE UNIVERSITY**

- Major: Psychology
- Minor: Communications
- Study Abroad Experience: FSU International Program Valencia, Spain

## Experience

### **EDITORIAL & DIGITAL CONTENT MANAGER | ATLANTA BEST MEDIA | OCTOBER 2023 – PRESENT**

- Wrote and edited articles, blog posts and branded content for a range of subjects in print and digital mediums
- Directed the editorial and graphic design process for weekly magazine newsletters
- Spearheaded editorial planning, content creation, website design and digital marketing across platforms
- Attended local and regional events to produce timely, engaging editorial coverage for both print and digital media

### **MARKETING MANAGER | FRANCHISE MARKETING NETWORK | FEBRUARY 2023 – FEBRUARY 2024**

- Developed and executed marketing strategies across a wide range of home franchise companies
- Created graphics and other marketing materials to be shared across all brand platforms
- Implemented weekly updates to client websites based on corporate marketing guidelines

### **MUSIC INDUSTRY COPYWRITER AND CREATIVE INTERN | JUICE HOUSE | JANUARY 2023 – JUNE 2023**

- Completed writing and editing projects for major label-signed recording artists and high-level influencers
- Created unique graphic design and social media content that was shared to millions of followers
- Developed and maintained strong relationships with clients and the media

### **WOMEN'S LIFESTYLE/MOVIE & TV FEATURE WRITER | THE LIST/LOOPER | SEPTEMBER 2021 – DECEMBER 2023**

- Researched, claimed, and pitched relevant long form articles with a one-day to one-week turnaround
- Upheld quality of content with brand's editorial strategy and publishing standards
- Wrote engaging articles on fashion, travel, entertainment, lifestyle, and pop culture

### **PUBLIC RELATIONS COORDINATOR | HUFF & CO. | FEBRUARY 2020 – SEPTEMBER 2021**

- Developed public relations and marketing campaign strategies across a variety of industries
- Crafted press releases, pitches, and statements prepared for the media
- Established and maintained cooperative relationships with clients, influencers, and the media · Kept up with current market trends

### **PUBLICITY ASSISTANT | CAREN WEST PR | AUGUST 2019 – DECEMBER 2019**

- Created press releases, pitches and roundups while communicating closely with the media
- Maintained the digital media presence of various Atlanta-based lifestyle companies
- Facilitated the exposure of multiple companies' products, services, and events to a target audience

## **Skills**

- Creative writing/editing
- Google Analysis
- Social media and website management
- Graphic Design
- Indesign
- Photoshop and Dream Weaver certified
- Spanish – intermediate working proficiency
- Ability to thrive in a fast-paced and collaborative environment