

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

WOMEN'S LIFESTYLE FEATURE WRITER | THE LIST | AUGUST 2022 – PRESENT

- Claimed and pitched relevant 2600-4000 word 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, lifestyle, and pop culture

MOVIE AND TV FEATURE WRITER | LOOPER | SEPTEMBER 2021 – PRESENT

- Researched, pitched, and wrote unique 2600-4000 word articles
- Claimed feature article topics from a large selection of assignments
- Maintained knowledge of emerging entertainment trends and news

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
- Developed and maintained strong relationships with clients and the media

SOCIAL MEDIA COORDINATOR | GAMMA PHI BETA SORORITY | SEPTEMBER 2017 – OCTOBER 2018

- Evolved social media presence on multiple online platforms, including, Instagram, Twitter, Tumblr, Facebook, and Snapchat

MARKETING AND PR INTERN | OCEAN DRIVE MAGAZINE | SUMMER 2018

- Executed Miami Swim Week events tailored to a specific budget
- Produced editorial plans, expense reports, shot lists, and daily paperwork

- Collaborated with celebrities, vendors, and influencers

Skills

- Creative Writing
- Ability to thrive in a fast-paced environment
- SPSS Statistical Analysis
- Social media and website management
- Overseeing multiple projects at once
- Collaborative
- Photoshop and Dream Weaver certified
- Spanish – intermediate working proficiency