

Allyson Reynolds

allysonpreynolds@gmail.com | +1 (678) 967-1301 | allysonpreynolds.com

EDUCATION & HONORS

University of Georgia | Grady College of Journalism & Mass Communication, Athens, GA *Expected in May 2024*
Major: Bachelor of Arts in Journalism GPA: 3.8/4.0

Minors: Sociology Minor, Sustainability Certificate

Honors: Dean's List Honoree | HOPE Scholarship | Arch Ready Professionalism Certificate | Google Analytics Certificate

Involvements: Head of Sustainability Committee in Delta Gamma | Sustainability Coordinator in Greek Goes Green | Member of Order of Omega | Camper at the Guide Dog Foundation

MULTIMEDIA EXPERIENCE

UGA Office of Sustainability [Sustainability Communications Company] Athens, GA
Strategic Communications Intern Aug. 2023 - May 2024

- Gained 33,572 opens for the weekly Office of Sustainability newsletters (4,000 subscribers)
- Communicate with UGA faculty through monthly faculty newsletters that feature resources and faculty highlights
- Manage and produce interesting graphics, photos and videos on social media platforms: Instagram (3,700 followers), TikTok, Twitter, Facebook and LinkedIn

Grady Newsource [Multiplatform News] Athens, GA
Sustainability Beat Reporter Aug. 2023 - Dec. 2023

- Exposed issues and communicated solutions regarding sustainability in Northeast Georgia communities
- Collaborated with a team of journalists to create a multimedia package on sustainable solutions

The Brunswick News [News Company] Brunswick, GA
Local News Intern June 2023 - Aug. 2023

- Reported on local events and lifestyle stories through photo and written publications for the daily newspaper
- Created engaging feature articles for the hurricane special and monthly publication of the Golden Isles Magazine
- Pitched content ideas daily to the head editor for photo and written publications

Vonage [AI Communications Company] White, GA
Content Creation/Community Intern June 2022 - Aug. 2022

- Generated educational content ideas through websites, email marketing, product descriptions, videos and blogs
- Improved product documentation and developed communication campaigns and strategies

The Red & Black [News Company] Athens, GA
Digital Producer Jan. 2022 - May 2022

- Managed and designed The Red & Black website with Blox CMS by organizing written and visual publications
- Improved search engine optimization (SEO) by adding section tags, keywords and assets to daily online articles

Culture Contributor Dec. 2020 - Dec. 2022

- Produced written and visual content weekly for both online and printed publications
- Developed pitching skills in weekly meetings with my desk editor and team for photo and written publications

Fayette News [News Company] Fayetteville, GA
Internship Aug. 2018 - July 2020

- Reported to the sports and culture desks through conducting interviews, writing and fact checking
- Created engaging photos and articles for online and printed publications

ADDITIONAL EXPERIENCE

Mastermind Escape Games Peachtree City, GA
Senior Game Master/Shift Leader 11/2019 - 08/2021

- Monitored associates and professionally managed any challenges to maintain optimal store performance
- Used positive communication with customers during bookings and games to reach full satisfaction

SKILLS

Skills: Adobe InDesign, Photoshop, Premiere | Blox CMS | Microsoft Suite | Google Suite | Mailchimp | AP Style | Canva

Interest: Training Guide Dogs | Hiking (Blue Ridge) | Card Games (Codenames) | Escape Games | Sports (Lacrosse, Tennis)