

Reagan Allen

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Objective

Creative and detail-oriented communications professional with experience in content creation, digital storytelling, and project coordination. Skilled in crafting engaging internal and external communications, managing multi-platform campaigns, and leveraging data-driven insights to enhance messaging and audience engagement.

Education

University of North Carolina at Chapel Hill (UNC-CH), Chapel Hill, NC **Graduation-May 2024**

Bachelor of Arts, Media and Journalism with a minor in Philosophy, Politics, and Economics (PPE)

Cumulative GPA: 3.65 | **Relevant Coursework:** Social Media Strategy, Content Marketing, Brand Management, Digital Storytelling, Multimedia Journalism, Video Production, Audio & Podcast Production

Experience

Digital Court Reporter for Esquire Deposition Solutions **August 2025-Present**

- Delivered precise, real-time transcription for legal proceedings, ensuring accurate and timely communication of sensitive information.
- Managed scheduling and communications with attorneys, paralegals, and court staff, demonstrating strong project coordination and stakeholder engagement skills.
- Provided high-level client service, adapting messaging and communications to diverse audiences.
- Troubleshooting technical and digital tools to ensure seamless delivery of communications assets.

NC State Reporter for Martin G. James Center for Academic Renewal, Raleigh, NC **June 2025-Present**

- Developed and executed multimedia content strategies, creating videos, interviews, and written content for statewide audiences.
- Managed digital platforms, including social media, video, and online publications, tracking engagement metrics and adjusting strategy to optimize reach.
- Collaborated with senior leaders and policymakers to deliver clear, accessible communications.

Content Creator for Hostels, East Coast Australia **July-September 2024**

- Planned, wrote, and distributed content across multiple digital channels, increasing audience engagement and visibility.
- Created digital assets (videos, photos, captions) aligned with brand standards and audience preferences.
- Scheduled campaigns and monitored analytics to optimize impact.

Audio Reporter/ Media Intern for The Hill WCHL & CISLM, Chapel Hill, NC **May-December 2023**

- Researched, scripted, and produced audio news segments, podcasts, and digital content for multiple platforms.
- Created blog posts, social media campaigns, and multimedia content, optimizing engagement through analytics.
- Conducted interviews with industry professionals and senior leaders to produce accurate, compelling stories.

Reporter & Audio Editor The Daily Tar Heel, Chapel Hill, NC **June 2021-December 2022**

- Managed editorial direction and production schedules for podcasts and digital content.
- Wrote and edited articles, integrating multimedia elements to engage diverse audiences.

High Tea Server & Host The Carolina Inn **November 2021 - August 2024**

- Delivered exceptional guest experiences in a high-end dining setting, strengthening brand loyalty through personal engagement and service excellence.

Technical Skills

- Adobe Creative Suite, MS Teams, Final Cut Pro, Outlook, MS Sharepoint, SEO, Google Analytics, Notion, Canva, Libsyn, HubSpot, AI Content Tools

Certificates:

- Google Cloud Generative AI | Carolina Cardinal, James G. Martin Center for Academic Renewal

Community Involvement

Alpha Phi Omega (APO) & Carolina For the Kids

June 2021-May 2024

- Coordinated volunteer initiatives and fundraising efforts, building teamwork and leadership experience.