

MAKENNA REAVIS

DIGITAL CONTENT STRATEGIST

MEDIA, JOURNALISM, AND PUBLIC RELATIONS EXPERIENCE

Figment Kombucha *Athens, GA* | **Sales and Marketing Lead** | August 2024 – Present

- Manage and create content for Instagram and other digital marketing channels.
- Design promotional graphics, newsletters, signage, and marketing materials
- Support sales initiatives through promotions, events, and in-store marketing.
- Track content performance and contribute to brand growth and customer engagement.

UGA College of Agricultural & Environmental Sciences – Office of Marketing and Communications

Athens, GA | **Student Writer** | February 2025 – December 2025

- Developed, edited and published clear, informed digital content on agriculture and environmental topics.
- Collaborated with marketing and comms teams to support PR initiatives and brand messaging.
- analyzed SEO and engagement metrics to improve content performance.

Oglethorpe Echo *Lexington, GA* | **Reporter, Editor, and Producer** | August 2025 – December 2025

- Researched, wrote, and edited agriculture and environmental stories for print and digital platforms, ensuring accuracy and consistent tone for a rural audience.
- Produced multimedia content, including web articles, social media posts, and newsletters
- Coordinated editorial schedules and managed multiple concurrent projects under tight deadlines.

The Red & Black *Athens, GA* | **Culture Desk Contributor** | December 2023 – March 2025

- Pitched and produced relevant stories and event coverages with attention to detail, and audience focus.
- Conducted interviews, research, and fact-checking to produce polished content.

EDUCATION

University of Georgia, *Athens, GA Bachelor of Arts, Journalism* December 2025

- Environmental Law Minor and News Literacy Certificate
- GPA: 3.98

University of Georgia, *Athens, GA Master of Arts, Journalism and Mass Communication, Emerging Media Concentration* May 2028 Expected

- an accelerated program focusing on brand identity, product ideation, web development and more

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Athens, GA, 30605

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RELATED RESEARCH AND COURSEWORK

Environmental Law Minor

- JURI 4810: Natural Resources Law, EHSC 3060: Environmental Health Science, ENVM 3060: Resource Economics, GEOG 3180: Global Climate Change

RJI Student innovation Competition (October 2025 - May 2026), *Third Place and Fan Favorite*

- Competed in national innovation competition in a team of three on “Bridge,” an online training program teaching influencers journalistic principles and connecting them with News Outlets to create mutually beneficial partnerships,
- Hosted at <https://bridgejournalism.squarespace.com/>

Online News Association Conference (ONA 2024 and 2025), *Exec Board Member*

- Attended ONA24 and ONA25 as an exec board member for the UGA chapter of ONA/SPJ and attended sessions on resilience, sustainability, community journalism, data journalism, AI, and more

SKILLS

Writing & Editing: Technical and professional writing, copy editing, grammar, clarity, AP Style, proofreading

Digital Tools: Adobe InDesign, Audition, Canva, HTML/CSS, Social News Desk, Mailchimp, Google Analytics

Marketing & Comms: SEO audience mapping, engagement analytics, social media and content strategy

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