

# Rease Young

first-generation cREAtive

## Experience

### Radio Program Director

- Promoted the campus media outlet to student body of 38,000+ and online to potential listeners worldwide
- Oversaw a staff of 70 DJs total and implemented a consistent on-air presence, with emphasis on specialty shows and rotational programming
- Worked with other departments to keep our system on time, as well as push out new music weekly and interview prominent bands and community members
- Developed and executed multiple themed broadcasts, such as Vinylthon, International Men's and Women's Day, College Radio Day, and a Back to School broadcast

**KTSW 89.9**

April 2023-

May 2024

## Contact

reasespn@gmail.com

(210) 473-2144

San Marcos, Texas

[LinkedIn](#)

## Education

### Texas State University

B.S. Journalism - May 2024

Dean's List: Spring 2022, Spring 2023, Spring 2024

Journalism/Mass Communication Living-Learning Community, 2020-2021

## Skills

- Efficient in Microsoft Office, Adobe Creative Cloud, Google Workspace
- Customer service experience
- Background in SEO process
- Works well in collaborative spaces
- Deadline-driven
- Strong writing skill with AP Style efficiency
- 10 years of journalistic experience
- Experience with Tableau
- Experience with Unity

### Copywriting Intern

- Worked with multiple clients in nine states, ranging from Texas to Virginia
- Using SEO and background knowledge, I wrote about common HVAC problems and presented solutions to the reader as well as utilizing the company's background.
- In total, I wrote 19 articles during my internship.

**Leadhub**

May 2023-Sept. 2023

### Information Desk Student Employee

- Provided information to student population of 38,000+ daily, as well as parents, faculty and visitors
- Through outreach and marketing, I helped create new concepts to bring people to the information desk - including updating our slideshow to reflect our brand as well as Texas State's.
- Utilized organizational skills in the logistics department

**LBJ Student Center**

Jan. 2023-May 2024

### Student Social Media Contributor

- Created social media content for client to use on Twitter and Instagram, along with monthly analytics reports, as part of Advanced Social Media and Analytics course
- Used analytics data to develop client portfolio, addressing client strengths and areas for growth

**The Graduate College at**

**Texas State University**

Fall 2022

## Leadership

### Radio Program Producer

- Created a concept for a specialty show, playing music based off a weekly theme
- Utilizes Adobe Audition to edit songs to FCC standards
- Promotes the specialty show through social media, primarily Instagram

**KTSW 89.9**

June 2022-May 2024

### Assistant Director

- Created connections with different section leaders and community members
- **Social Media:** Assisted social media contributors with posts they created
- **Programming:** Gave new DJs constructive criticism to make their programming consistent

**KTSW 89.9**

**Programming**

Jan. 2023 - May 2023

**Social Media**

Jan. 2022-May 2022

## Awards Plus

### Tiff's Treats Campus Ambassador

August 2023-present

### GRAMMY U

Member, Feb. 2023-present

### KTSW Champion of the Month

2021: Social Media & Promotions

2022: Programming

2023: Executive Member

### Notable Projects

2023: Covered unofficial South By Southwest showcases

2024: Interviewed Sunny Day Real Estate, covered Luck Reunion for social media