REID OWENS

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PROFILE

Business Management student at Austin Peay State University with a focus on brand strategy, creative direction and talent representation in entertainment. Experienced in leading volunteer teams, stage managing live productions and building audience-focused communication plans. Flexible, proactive and committed to learning new skills.

EDUCATION

Austin Peay State University, Clarksville, TN Expected 2029

B.S. in Business Management; Minors in Graphic Design and Entrepreneurship

- College of Business Living Learning Community; first recipient of the Living Learning Award (May 2026); now a mentor
- Student Advisory Council, College of Business; Hall Council; Chi Omega

Cookeville High School, Cookeville, TN 2021 – 2025

Student Congress, Mascot Manager, Speech and Debate

EXPERIENCE

Resident Assistant, Austin Peay State University (Sevier Hall) 2026 – Present

- Supervise and support a residence hall floor, with duty rounds, written duty reports and resident check-ins

Intern, Alumni Engagement and Philanthropy, Austin Peay State University 2026 – Present

- Build social media and content plans for APSU's 2027 centennial celebration

Volunteer Coordinator and Assistant, Jammin at Hippie Jacks 2025 – Present

- Organized volunteer recruitment, training and scheduling for a nonprofit music festival that supports small communities
- Managed 50+ volunteers across multiple teams; the event has become an annual celebration of music, arts and local support

Bookseller and Literacy Advocate, Plenty Downtown Bookshop, Cookeville, TN 2022 – Present

- Connect customers with books, recommend titles and promote local authors to support the shop's literacy mission

Administrative Assistant, Cookeville Convention Center and Visitor Bureau 2025

- Supported the team with administrative tasks and adapted quickly to new responsibilities

Stage Manager, WCTE PBS and Musical Theater Productions

- Stage managed the studio floor for a five-night live broadcast at WCTE PBS in Cookeville, TN
- Stage managed musicals; background in theater, band and speech and debate

RESEARCH AND PROJECTS

Undergraduate Researcher, Austin Peay State University 2025 – Present

- Co-authored a SOBIE conference paper with Dr. Matthew Farrell and a student team on how neoclassical economics shapes publishing in high-prestige journals
- Paper won Best Student Paper at the Atlantic Marketing Conference
- Extending the project for SOBIE 2027 and researching "Bridging the Brand and the Artist" with Dr. Connor

"Authentically You" Photo Series 2026

- Photographed and profiled people who inspire me, turning their stories into portfolio work
- Created a graphic design portfolio and personal portfolio website

SKILLS

Project Management | Public Relations | Brand Strategy | Graphic Design | Photography | Stage Management | Leadership | Teamwork | Effective Communication | Problem Solving