

# Karen Reyna

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## EDUCATION

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**Texas Southern University**, Houston, TX

May 2026

*Bachelor's in Radio, Television, and Film, GPA:3.37*

- President's List Honor Roll Student

**Relevant Coursework:** Intro to Radio, Computer Applications in Communications, Media Analysis and Criticism, Intro to Videography, Intro To Photography, Voice & Diction For Media, Intro To Media Research Tech

## EXPERIENCE

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**Parodia**, Houston, TX

January 2024 – Present

*Retail Associate*

- Professionally assist in upselling and meeting sales goals
- Increased sales growth by interacting with customers over the phone and in-person
- Stocked and revised areas to manage more product sales

**Houston Livestock Show and Rodeo**, Houston, TX

February 2024 - March 2024

*Video Production Intern*

- Collaborated with video production in order to create new ideas for social media promotions
- Set up camera and audio equipment to prepare live broadcasting throughout the day
- Partnered with videographers and photographers to develop live content of livestock, concerts, and auctions

**Olive Garden**, Houston, TX

May 2021 – January 2023

*Hostess, Certified Trainer*

- Coordinated events and walk-in appointments, while training newcomers
- Helped in upselling by helping make connections with guests
- Translated over the phone and in-person conversations

## CAMPUS INVOLVEMENT

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**KTSU 90.9**, Houston, TX

August 2023 – January 2024

*Media Personality*

- Conducted marketing research, managed social outlets, compiled promotional advertisements and updated news information
- Collaborated with community project managers to developed news stories, draft proposals, and promote programs via social media

**KTSU2**

*Student Lead Reporter*

- Handle conversations in front of the camera as well as direct stories from behind the scenes

**The Herald Newspaper**

*Reporter*

- Lead reporter on interviews and train newcomers to properly conduct research.
- Navigated a lot of behind the scenes camera work and editing for the instagram

## SKILLS

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**Technical Skills:** Microsoft Excel (Basic), AV controls (Basic), Camera Operation (Basic), English-Spanish Translation (Expert), Food Safety Certification

**Leadership Skills:** Customer Service Training, Public Speaking

**Languages:** Spanish (Native)