

Leronald “Junior” Reid, MA

Communications Professional

Contact

Charlotte, NC
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Education

University of North Carolina at Wilmington
MA in Communications and Marketing
2023

University of North Carolina at Greensboro
BA in Interdisciplinary Studies and Sociology Minor
2022

Rowan-Cabarrus Community College
Associate in Arts
2020

Skills

Marketing
Project Management
Word Press
Adobe Creative Suite
Journalism
Hootsuite
Trello
Public Relations
Microsoft Office
Google Suite
Graphic Design
AP Style

Summary

Experienced nonprofit professional with a strong background in HIV prevention, management, and communications. Proven track record of implementing prevention programs and initiatives, effectively engaging diverse communities, and advocating for the rights and well-being of those affected by HIV/AIDS.

Experience

Communications Manager • National HIV/AIDS Housing Coalition (part-time) • *January 2023 – present*

- Lead initiatives to increase visibility of housing needs for People Living with HIV (social media campaigns, infographics)
- Support the organization by designing a communications plan for effective advocacy outreach on a national level
- Communicate messages with legislative staff and executive branch members about Ending the HIV Epidemic initiatives through newsletters, press releases and other media outlets

Executive Director • Living HAPI (part-time) • *May 2022 – present*

- Engage community partners for HIV awareness, prevention, and intervention through various marketing and communication campaigns
- Participate in a roundtable discussion regarding health and housing sectors hosted by The White House Office of National AIDS Policy
- Maintain external communication platforms by disseminating messages and content for audiences that promote health awareness (social media marketing, audience research)
- Consultant for Colbrí Academy, a language justice academy for nonprofit organizations, sponsored by ViiV Healthcare

Underwriter Associate • MassMutual • *July 2022 – present*

- Proactively evaluate life insurance applications to ensure risk Manage assessment for coverage through analyzing historical data trends and morbidity rates
- Calculate applicants' risks for coverage by researching prior medical treatment and other health related information
- Communicate and collaborate with internal and external stakeholders to process life insurance applications

Communications Coordinator • Carolinas CARE Partnership • *November 2021 – May 2022*

- Led the HOPWA Needs Task Force for 13 counties surrounding Charlotte, NC; streamlined various projects to reach deadlines with internal and external stakeholders (Trello)
- Coordinated a SAMHSA funded program that focuses on youth substance use prevention
- Created newsletters, press releases, infographics, and presentations on organizational goals through storytelling and social media
- Conducted market research for grants by preparing narrative, data, and analytical reports

Licensed Sales Producer • Allstate • *July 2019 – November 2021*

- Developed innovative strategies to increase brand marketing through effective communication
- Educated prospective customers on how to protect their families and assets with insurance policies
- Achieved sales goals through generating new business and cross-selling existing customers

Front Office Manager • Best Western Plus (part-time) • *August 2018 – October 2021*

- Supervised Front Desk staff and operations by developing short- and long-term plans for the guest service department, including the annual budget; Recruited, interviewed, hired, and onboarded staff
- Implemented a workplace recycling program that increased employee engagement and organizational effectiveness

HR Business Partner • Walmart Global Shared Services • *May 2016 – August 2018*

- Assessed, identified, and prioritized talent acquisition, engagement, and business retention needs
- Aided leadership with recruitment, hiring, staff development, succession planning, and scheduling
- Implemented talent acquisition, engagement, and retention initiatives required to achieve operational objectives and goals

Workforce Analyst • Sprint • *June 2011 – May 2016*

- Used historical call data, arrival patterns, and average handle times to develop staffing plans
- Monitored call center activity to ensure service level agreements were upheld
- Led a pilot initiative for transitioning employees to a workforce management system (Kronos)

Volunteer

Center for AIDS Research (CFAR) Community Council • Duke University • *2023 - present*

- Provide continued infrastructure support to an academic research environment that effectively promotes collaboration and coordination among the audience of HIV/AIDS topics
- Organize outreach efforts by communicating with community partners for collaborative initiatives
- Review current research proposals and protocols to project future priorities within CFAR

Ryan White Planning Body Member • Mecklenburg County Public Health • *2023 - present*

- Address the unmet care and treatment needs of People Living with HIV in a 6-county area
- Use data to make informed decisions about the use of Ryan White Part A funds in a 6-county area

Certifications

HIV Testing and Counseling

Whetstone Consultations - *February 2023*