

Garrett L. Horne

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SUMMARY Motivated and determined Creative Strategist with 5+ years researching trends and identifying target demographics seeking opportunity to further learning experiences.

EDUCATION

2/13-12/15 Academy of Art University. San Francisco, California
Master's of Fine Arts-**Advertising**
Graduated: December 2015

8/90-12/95 Florida Agricultural & Mechanical University. Tallahassee, Florida.
Bachelor of Arts-**English**
Graduated: December 1995

EXPERIENCE

12/15-Present Freelance-Miami, Florida
Creative Strategist
Web design and analytics to determine target demographic messaging
Market research and analysis to determine campaign strategy
Designed and developed campaign ideas for small businesses

1/15-5/15 Young & Hungry-San Francisco, California
Creative Strategist
Researched and formulated campaign ideas for clients
Conceptualized and designed campaigns across multiple platforms
Presented and explained ideas to creative team and clients

4/04-11/10 The Department of Juvenile Justice-Miami, Florida
Case Manager
Monitored youths through court ordered sanctions
Assessed and designed treatment plans for at-risk youth
Prepared and filed reports and court documents

5/03-8/03 Tallahassee Democrat-Tallahassee, Florida
Writer/Reporter
Reported on local news and events
Wrote and edited stories from press releases
Formulated story ideas

**HONORS/
ACTIVITIES** Deans List-Fall 1995, Honor Roll-Fall 1991, Fall 1992, Summer 1993
English Literary Guild, Intramural Ping-Pong

SKILLS Adobe Creative Suites, Microsoft Office, Final Cut X