Garrett L. Horne

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Portfolio: www.garretthorne.com

SUMMARY   Motivated and determined Creative Strategist with 8+ years researching trends and identifying target demographics

EDUCATION

2/13-12/15   Academy of Art University. San Francisco, California
Master 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

4/22-9/22   Florida International University-Miami, Florida
Content Strategist
Designed content for the Division of Diversity, Equity and Inclusion (DEI)
Promoted students, faculty, staff and events that championed DEI initiatives
Updated and created content for website and digital platforms

3/21-7/21   Deering Bay Yacht and Country Club-Miami, Florida
Communications Manager
Designed and disseminated emails and flyers of club events to members
Designed and formatted monthly newsletter
Updated and created content for website utilizing SEO

5/20-7/20   Indie Heart and Mind-Sunrise, Florida
Marketing Coordinator
Created and analyzed content for social media
Market analysis to determine target demographic
Updated and created content across multiple platforms using analytics and SEO

1/17-5/17   Critical Supply Solutions-Aventura, Florida
Copywriter
Wrote a weekly newsletter about industry trends and topics using keywords
Disseminated the newsletter across social media to increase reach and engagement
Created and analyzed content for social media

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

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

SKILLS   Adobe Creative Suites, Final Cut X, Microsoft Office,