

Taylor Renée Horne

taylor.r.horne@gmail.com | 949.324.0264 | portfolio: taylorreenehorne.com

My professional objective is to create authentic connections between businesses and clientele through strategic, intentional communication and captivating design.

These are the components of an effective and memorable brand message and identity.

GRAPHIC DESIGN | PHOTOGRAPHY | VIDEO EDITING | SOCIAL MEDIA | MULTIMEDIA ADVERTISING
STRATEGIC WRITING & EDITING | AP STYLE | ADOBE CSS | WORDPRESS | WCMS

Experience & Work

Marketing Manager

Madison Opera (October 2023 - Present)

I oversee and execute all marketing operations and tasks, including but not limited to:

- *Designing and producing print and digital marketing materials, including playbills, signage, posters, and mailings.*
- *Managing multi-platform advertising campaigns (radio, TV, Meta, Google), optimizing based on analytics and conversions.*
- *Maintaining and updating the company website via WordPress, ensuring current and accessible information.*
- *Running social media accounts, keeping a content calendar, and analyzing engagement metrics to maintain audience interaction.*
- *Capturing and editing video promotional content and event photography, releasing materials to press and performers.*
- *Contracted with local media outlets and creatives, overseeing project execution.*

Marketing Assistant

Premier Aquatics (2018 - 2023; position held in May - Oct 2023)

Aided in tasks under the guidance of the Marketing Director to further marketing efforts, by having:

- *Developed and executed a social media schedule targeting primary and secondary audiences to boost enrollment and talent acquisition.*
- *Created and posted blog content for Premier's sister companies via WordPress.*
- *Designed graphics and edited photos for social media, ensuring a consistent and appealing brand feed.*
- *Composed and formatted marketing emails through HubSpot to enhance internal communication consistency.*

Education

Texas Christian University

2901 Stadium Drive, Fort Worth, TX 76129

Strategic Communication, Bachelor of Science
public relations, advertising, consumer research & marketing

Design Studies, Bachelor of Science
computer graphics & corporate design deliverables