

Taylor Renée Horne

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Personal Statement

My professional goal is to create authentic connections between businesses and patronage through strategic, intentional communication methods and captivating design. These are the components of an effective and memorable brand message.

Skills

Professional Skills

Graphic Design, Illustration, Photography, Video Editing, Creative Writing & Copywriting, Strategic Writing & Editing, AP Style

Certifications

- Content Marketing Foundations:
 - Human Subjects Researcher

Assets

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premier Pro, Lightroom, XD), Microsoft Office (Word, Excel, PowerPoint), WordPress, Elementor, Audacity

Education

Texas Christian University

Bachelor of Science, May 2023
Strategic Communication
Design Studies

Experience & Work

Graphic Design & Illustration

Creating original logowork, brand identity guidelines, advertising designs, social media posts, and other digital and print content.

- **Sports Blog Pigskin Grind:** Created a brand standard (logomark, color scheme, typography), built a website, designed merchandising, and advised podcast production for former FOXSports journalist Lisa Horne's independent work.
- **Sales Representative DBH Concepts:** Designed business cards, letterheads, and organized an internal information system to increase efficiency of client information access.

Video Production

Producing promotional and livestream video content congruent with client's multi-faceted marketing strategies.

- **Alpha Delta Pi GX Chapter:** Developed and produced video content for YouTube and Instagram with the effect of successfully increasing recruitment numbers 10% while adapting to a virtual recruiting environment during the COVID-19 pandemic.
- **Geneva Presbyterian Church:** Edited musical video content weekly for the worship service livestream with strict brand guidelines.

Strategic Writing

Executing consumer research to implement informed and algorithmic marketing and public relations strategies through intentional written communication.

- **QueuedUp Case Study:** Produced mission-centric communications like radio spots, news releases, speeches, and advertising copy.
- **Relevant Coursework:** Strategic Writing, Consumer Research, Public Relations, Campaigns, Creative Strategy