

COLE HORMAN

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CONTENT CREATION AND MARKETING PROFESSIONAL

Highly adaptable, technically savvy professional combining a strong academic background in business and creative content development with applied work experience in film and advertising industries. Known for a strong ability to see angles others can't and as a determined, quick learner. Strong entrepreneurial drive and skilled in clearly and effectively communicating complex concepts to all audiences.

Key skills include: Content Strategy & Development | Marketing & PR | Video & Visual Editing | Client & Partner Relations | Project Management | Web Design | Creative Writing | Media Analytics | Problem Solving

Technical proficiencies include: MS Office Suite | Adobe Suite (Premiere Pro, After Effects, Photoshop) | Wordpress | Unity

EDUCATION

Kalamazoo College, Kalamazoo, MI

June 2024

Bachelor of Arts (BA), Business & English - Magna Cum Laude

GPA: 3.7

Activities: Computer Science Society, The Index (campus newspaper), Kalamadudes Choir Group

Business Projects: Conducted macroeconomic financial statement analysis between multiple Fortune 500 companies. Took part in term-length stock market simulations. Developed business presentation and public speaking skills alongside peers.

RELEVANT EXPERIENCE

Hillsdale College, Hillsdale, MI

December 2024 - Present

Multimedia Marketing Coordinator

- Produces and develops media for college marketing purposes, including visual, video, and social media content. Leads new multimedia projects to expand branding efforts.
- Works alongside teams from over 15 departments to improve messaging and collaboration, furthering institutional goals.

Rooftop Films, Brooklyn, NY

January 2023 - March 2023

Event Programming Intern/Screening Committee Member

- Reviewed, assessed and cataloged 100+ short film submissions for Rooftop Film festivals, considering nominees based on overall quality, theme, and brand fit. Provided in-depth reviews and feedback to facilitate leadership decision making.
- Supported all aspects of event planning to ensure a successful result. Assisted in development of 2023 summer schedule.

Greenpoint Pictures, Brooklyn, NY

January 2023 - March 2023

Production Assistant

- Supported all facets of production process, including post-production activities, demonstrating exceptional organization, attention to detail, and collaboration skills to ensure timelines, project milestones and overall objectives were met.
- Co-produced end-to-end project. Created production plan and schedule, wrote scripts, scouted talent, allocated resources, and secured venues. Edited, completed and presented final product in an aggressive 6-week timeline.

Boy Scouts of America, Grand Rapids, MI

June 2022 - August 2023

Youth Coordinator

- Collaborated with district executive to discuss curriculum goals and proposed activities to drive youth engagement.
- Oversaw and mentored groups of up to 20 students in classes focused on developing life skills, strong study habits, and cultural lessons aligned with organization's key values, positioning them for growth and progression in the Boy Scouts.

ADDITIONAL INFORMATION

Independent Novelist/Writer: Develops full-length novel projects with a focus on fantasy and science fiction as well as independent short film projects. Portfolio: www.colehorman.com (and available on LinkedIn).

ScrollCentral.com: <https://scrollcentral.com/>: Designed and manages media review website, posting and promoting regular articles and content.

Boy Scouts of America: Participated as member and volunteer over ten year period, achieved **Eagle Scout** rank.

Game Jam: Collaborated with a team of 7 to develop new video game, from inception to completion, in aggressive 4 days.

PERSONAL INTERESTS

Writing, Investing, Travel, Computers, Programming/Software, Camping, Outdoorsmanship, Basic Japanese