

# COLE HORMAN

616-551-9907 | colehorman@gmail.com | www.linkedin.com/in/cole-horman | www.colehorman.com

## MARKETING AND COMMUNICATIONS 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 | Copywriting | Marketing & PR | Project Management | Video & Visual Editing | Client & Partner Relations | Web Design | Media Analytics | Problem Solving

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

## 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 November 2024 - Present

**Digital Marketing Coordinator**

- Produces and develops media for college marketing purposes, including video, web, and social media content. Collaborated in innovative marketing department restructure, TikTok account creation, and SEO-based website overhaul.
- 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.

**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:** Collaborates with a team of 7 to develop new video games, from inception to completion, in four day challenges.

## PORTFOLIO AND OTHER RESOURCES

Past work samples and other relevant resources are available here: <https://colehorman.com/>