

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.

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.
- Responsible for the creation of 200+ social media clips, as well as several Hillsdale Charger advertisements.
- Implements regular content updates for 20+ college websites across three separate development platforms.
- Works alongside teams from 15+ departments to improve messaging and collaboration, furthering institutional goals.
- Collaborated in innovative marketing department restructure, TikTok account creation, and SEO-based website overhaul.

Greenpoint Pictures, Brooklyn, NY

January 2023 - March 2023

Office Intern/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 film 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.
- Participated in multiple company film shoots as a paid production assistant in addition to regular work hours.

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 for the development of 2023 summer schedule, resulting in record attendance.

Scouting America, Grand Rapids, MI

June 2022 - August 2023

Youth Coordinator

- Independently led and mentored groups of up to 20 students in classes focused on developing life skills, strong study habits, and cultural lessons aligned with organizational values.
- Collaborated with district executive to discuss curriculum goals and proposed activities to drive youth engagement.

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

Opportunities: Italy abroad study, New York Arts Program

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.

ADDITIONAL EXPERIENCE AND COMMUNITY INVOLVEMENT

Independent Novelist/Writer: Develops full-length fantasy novel projects, as well as independent short film projects.

ScrollCentral.com: Designed and manages [media review website](#), posting and promoting regular articles and content.

Scouting 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.

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

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