

# COLE HORMAN

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## 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 the advertising and film industries. Thrives at the intersection of various perspectives, and known for the ability to see angles others can't. Possesses a strong entrepreneurial drive and excels at clearly and effectively communicating complex concepts to diverse 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+ 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.
- *Note: Statements and opinions endorsed by Hillsdale College are not representative of my personal beliefs.*

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

- Led and mentored groups of up to 20 students in classes focused on developing practical skills and strong academic abilities. Honed professional skills in independent project management, public speaking, and youth engagement.
- Collaborated with district executive to plan curriculum goals and proposed activities to drive youth engagement.

## EDUCATION

Kalamazoo College, Kalamazoo, MI

June 2024

**Bachelor of Arts (BA), Business & English** - dual major, magna cum laude

GPA: 3.7

**Activities:** The Index (web editor, campus newspaper), Kalamadudes Choir Group (director)

**Opportunities:** Study abroad in Italy, 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

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

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

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

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

**Technical proficiencies include:** Microsoft 365 | Adobe Suite | Web CMS (Wordpress, Kentico, Webflow) | Monday.com