

**SAMANTHA HORNING**

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**COLLABORATIVE CREATIVE MARKETER**  
with over two decades of experience, specializing in graphic design, strategic development, marketing, content creation, and communications, as well as adept in event planning and execution.

**sam  
horning**



# PERTINENT SKILLS

## professional experience

Downtown Westfield Corporation, Westfield NJ

### EXECUTIVE DIRECTOR

January 2023 to Present

- Oversaw daily operations for a district of 300+ businesses
- Manage four committees with multiple volunteers covering organization, promotions, economic vitality and design as per Main Street America
- Implemented in-house social media management, saving the organization \$20,000 annually, while organically increasing social media followers by more than 10%
- Enhanced marketing strategy leveraging the multiplier effect across various channels including print, digital, social media, local press, and regularly published newsletters - resulting in an annual increase of nearly 25,000 visitors to the district
- Established the benchmark for a county-wide Shop Small Saturday media campaign, serving as a model for the Union County Department of Economic Development to emulate
- Introduced a bi-monthly B2B workshop for small business owners within our district, in partnership with the town's retail advisory board
- Supported new tenants to the district by coordinating ribbon cuttings with the local press and government officials with ongoing marketing support to ground them in the community
- Cultivated collaborative partnerships with local non-profit organizations and select business owners within the district, facilitating resource-sharing and the hosting of events at minimal cost to the special improvement district
- Oversaw an annual budget of \$420,000 to ensure effective management of committees and assess the need for sponsorships and grant funding

Berkeley College, Woodland Park NJ

### CONTENT CREATOR

December 2020 to Present

- Specialized in crafting multimedia campaigns - Created and launched the "Berkeley Kept Their Promise" campaign in collaboration with the Director of Marketing as a streamlined rebrand for the organization across a multi cross-channel implementation (OOH, Traditional, Non-Traditional, and Digital Media)
- Social Media Marketing - curated campaigns published across all organic and owned channels including micro influencer partnerships
- Brand Strategy - developed and curated branded collateral and content for high-profile annual events

## HARD

- Photoshop
- InDesign
- Illustrator
- Acrobat
- Canva
- Microsoft Office
- Google Workspace
- Placer.ai

# PERTINENT SKILLS

## professional experience

### INDEPENDENT CREATIVE DIRECTOR

January 2009 to Present

- Specialized in delivering holistic marketing solutions via strategic planning, corporate branding, content creation, and digital media management
- Design deliverables include: logo design, brand identity and supporting collateral, presentation decks, publishing and typography, packaging, OOH advertising, website design, digital media and social media graphics
- Self published BluPrint Quarterly, a full color, tab-sized community publication, that was directly mailed to 55,000 households with a staff of four
- Managed all aspects of marketing for a restaurant group consisting of six locations including rebranding, print, packaging, web design, digital marketing, signage and van wraps
- Partnered with Uptown Linden, Linden NJ's downtown management association, to rebrand their organization and usher them into a brick and mortar location while collaborating with their Executive Director to activate and program the district's amphitheater
- Worked closely with the Research & Development Council of NJ to enhance marketing efforts to expand and support their ecosystems across the state
- Developed and designed multiple magazines including Jersey Bound Latino, Metropolis Nights, Mitzvah Market and Elizabeth Now

The Star-Ledger, Newark NJ

### GRAPHIC DESIGNER/ART DIRECTOR

July 1999 to December 2008

- Served as art director of multiple niche publications, including The Bridal Planner, New Jersey Sophisticate and Streetscapes to name a few
- Collaborated with the senior graphic design team to elevate the publication's color work, focused on special segmentations in art direction and niche publications
- Actively participated in the transition from The Star-Ledger to NJ.com
- Awarded 17 New Jersey Press Association awards for publications and advertising campaigns throughout my years of employment

## SOFT

- Project Management
- Print Production
- Team Building
- Cultivating Partnerships
- Collaboration Advocate
- Forever Learner