

SAMANTHA HORNING

COLLABORATIVE CREATIVE

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

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‘26
Winter

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
- Designed, laid out, and produced *Jersey's Best Magazine* for NJ Advance Media, averaging 136 pages per issue and published three times annually
- Worked closely with Palm Beach State College's Chief Communications and PR Officer to design special campaigns and launch *PBSC Today*, the college's official newsletter
- 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*

Berkeley College, Woodland Park NJ

PT CONTENT CREATOR

December 2020 to Present

HARD

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

- Specialized in crafting multimedia campaigns - Created and launched the "Berkeley Kept Their Promise" campaign in collaboration with the Head of Marketing as a streamlined rebrand for the organization across a multi cross-channel implementation (OOH, Traditional, Non-Traditional, and Digital Media)
- Partnered with iHeart media to launch the podcast *Teach Me Something*
- 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

PERTINENT SKILLS

professional experience

Downtown Westfield Corporation, Westfield NJ

EXECUTIVE DIRECTOR

January 2023 to July 2025

- 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 funds

SOFT

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

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