

Chicago, IL | 781.540.8209  
granthorne@gmail.com  
www.granthorne.com

# GRANT HORNE

## PROFESSIONAL SUMMARY

I am a media marketing and creative professional with fourteen years experience, seven as a manager. My professional strengths include message and positioning strategy, campaign creation and implementation, aesthetics and graphic design, social media and relationship marketing, market research and all elements of television, radio, print and web production.

I can rock all forms of media: audio, video, photography and print. I live and breathe Avid, Final Cut and Adobe Creative Suite, especially Photoshop, InDesign and After Effects. I'm up-to-date with HTML, web publishing and content management tools. I can nerd out on salesforce.com, SPSS, StatTool data analysis software and Google Advertising products. One of my favorite projects garnered an Emmy Award. I spent six years worth of evenings earning a marketing-fueled MBA. Communicating is what I do best, regardless of medium.

## CORE QUALIFICATIONS

## PROFESSIONAL EXPERIENCE

I'm here to turn around the company's overall market brand perception, improve the creative department's core competencies and manage every aspect of the department's creative output. My major duties include: development and management of the company's creative voice; execution of company image commercial promotion and sales sponsorship initiatives, including copy writing, production and direction of video shoots, video editing and graphic design; management of employees, including scheduling, creative approvals and performance assessments; creation, production and management of a large outside advertising budget, including radio, outdoor, cable, web, mobile and social.

*Creative Services Manager  
News Corporation, WFLD-TV  
Chicago, IL  
April 2013 - present*

I was hired to revive a flagging legacy operation, help build and foster a team of new creative leads, modernize the station's branding, messaging, visual appeal, programming, production and raise it's status within the market. It was a job I was proud to leave because we accomplished everything. My major duties included: producing, writing, directing, editing and designing company image commercial campaigns; managing and creating strategy for outside media campaigns including print, radio, cable, web, mobile and social; creating sponsorship initiatives for the sales team; managing projects and creative staff including assignments, all aspects of production, final approvals and skills training.

*Creative Manager  
Hearst Corporation, WCVB-TV  
Boston, MA  
February 2007 - April 2013*

My lead role here was to spearhead the station's transition from stodgy to cutting edge. I was instrumental in pushing contemporary design, writing, editing and producing philosophies across departments, while acting as both lead trouble solver and educator-in-chief for the organization. My major duties included: producing, writing, directing, editing and designing company image commercial promotion; directing location and helicopter shoots; conceptualizing and producing on-air graphic elements and packaging; conceptualizing, writing and editing station sales presentations; advising news department employees on writing, editing and production.

*Senior Producer  
News Corporation, WTXF-TV  
Philadelphia, PA  
October 2000 - February 2007*

That fresh-out-of-college job where everything is thrown at you, you soak it all up, learn what you love professionally and, ultimately, decide you're good enough to run the joint.

*Marketing Producer  
Tribune Company, WGNO-TV  
New Orleans, LA  
February 1999 - October 2000*

May 2012: Master of Business Administration, Babson College, Wellesley, MA  
Emphasis: Marketing, Organizational Behavior, Leadership, Marketing Research Analysis

December 1998: Bachelor of Science, Texas Christian University, Fort Worth, TX  
Major: Radio-TV-Film | Minor: Journalism

## EDUCATION