

Ryan Horns, MA

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QUICK ASSETS:

- Eighteen years of government, law enforcement, schools, business and community journalism experience.
- Two decades of digital content marketing experience (MTV/MTV2, musician management, newspapers, university, small business and non-profits).
- Fifteen Ohio Associated Press journalism awards, including several best in state.
- Won The Ohio State University College of Engineering's Outstanding Service "Above and Beyond Award" in 2018, nominated in 2017 and 2016.
- *Results:* Doubled adoption rates at Union County Humane Society through social media marketing
- *Results:* Increased PR content by 137% for The Ohio State University Department of Electrical and Computer Engineering
- Award-winning photographer and skilled videographer
- Successful in fundraising and alumni engagement
- PR curriculum advisor for The Ohio Peace Officer Training Academy, Ohio Attorney General's Office
- Trained in graphic design and publications
- Proficient in Word, Video Editing, Music production, Excel, PowerPoint, InDesign, Quark Express and Photoshop

EDUCATION:

- Kent State University – Master of Arts, Mass Communications and Public Relations, June 2013
- Ohio State University – Bachelor of Arts, English/Creative Writing, April 2000

PUBLIC RELATIONS EXPERIENCE

Communications Specialist, 2015-Present, The Ohio State University | Department of Electrical and Computer Engineering | Institute for Materials Research | Columbus, Ohio

Provide leadership and strategic direction for ongoing department news and research through content marketing, media relations, alumni and internal relations strategies; website management; technical writing and editing; publications (Bits & Sparks alumni magazine, the ECE Annual Report, ECE Weekly newsletters, and various mailers); event coordination; fundraising; video editing; and photography. The ECE department has \$20.1 million in annual research expenditures, with 58 faculty and 13 researchers active in over a dozen scientific areas. More than 11,000 alumni are located worldwide. ECE research laboratories are housed in five buildings: Drees Labs, Caldwell Labs, the ElectroScience Lab, Scott Labs, and the Center for Automotive Research. My position expanded in 2017 to include management of communications for the Institute for Materials Research (IMR), Institute for Cybersecurity and Digital Trust, the Center for High Performance Power Electronics and the Solid State Electronics and Photonics Program. Currently oversee three public relations employees.

Strategic Communications Consultant, 2011-Present, Marysville, Ohio

Provide strategic management in crisis communications, media relations, communication plans, photography, graphic design, social media marketing, video, music production and content marketing services for various Ohio government agencies, non-profits and businesses. Clients included the Ohio Peace Officers Training Academy, Union County (government), Union County Red Cross, Union County Humane Society, Union County Health Department, TEAM Marysville Uptown Revitalization Board, the Ohio State University High Voltage and Power Electronics Lab and more.

JOURNALISM AND EDITING EXPERIENCE

Journalist, Marysville Journal-Tribune, 2001-2014, Marysville, Ohio.

Consistent award-winning community coverage of breaking news, crime, government meetings, health, and education in Union County, Ohio. Served as a Journalist, Social Media Manager, Business Editor, Photographer, and Video Content Producer. Won 15 Ohio Associated Press journalism awards, including several best in state. Specialized in multi-media storytelling.

Journalist, Columbus Alive, 2001-2004, Columbus, Ohio

Provided Columbus, Ohio readers with weekly entertainment and business news focused on the Central Ohio and national music/arts scene.

Journalist, Suburban News Publications, 2000-2001, Columbus, Ohio

Wrote simultaneous schools, feature, crime and government coverage for the Ohio publications Bexley News, New Albany News, Canal Winchester News and the Pickerington Sun-Times.

Editor, Demand Media, 2008-2011, Santa Monica, California (online)

Trained writers and supplied online corporate content for eHow, LIVESTRONG.com, Rachel Ray, Cracked.com, Trails.com, Golfink, USA Today and more. Promoted from writer to full-time editor.

Head Copywriter, K Mart, Bluelight.com, 1999-2000, Columbus, Ohio

Wrote advertising copy for online products listed on the corporate website. Delegated duties and trained staff of three.

Journalist, MTV/MTV2, 1997-2000, Columbus, Ohio

Managed digital marketing and content services for MTV/MTV2 online; focused on the national and local entertainment business scene in Columbus.

HONORS AND AWARDS

- **2018**, Ohio State College of Engineering Exceptional Service, "Above and Beyond Award."
- **2016** and **2017**, Nominated for Ohio State College of Engineering "Above and Beyond" Staff Award
- **2013**, Union County Humane Society Marketing and PR Board, "Volunteer of the Year"
- **2013**, Ohio Associated Press Award for "Best Breaking News Photo"
- **2008, 2012, 2013**, Ohio Associated Press awards for "Best Community Service"
- **2008**, Ohio Associated Press top award for "Best Feature Writer" in the state of Ohio
- **2008, 2012**, Ohio Associated Press awards for "Best Columnist"
- **2004, 2010, 2011, 2012**, Ohio Associated Press awards for "Best Business Writing"
- **2001, 2006**, Ohio Associated Press awards for "Best Breaking News"
- **2001, 2013**, Ohio Associated Press award for "Best Investigative Reporting"
- **1995**, Ohio State University Carolina and Michelle Citino Creative Writing Award