

John Horn

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EXECUTIVE SUMMARY

Writer/Editor • Team Leader • Journalist • Social Media Enthusiast

- Motivated, organized and accurate writer/editor; known for outstanding ability to speak directly to specific audiences through a wide variety of mediums.
- Esteemed as a fair-minded, honest team leader; have earned a high level of confidence and trust among staff members for taking great care in developing people.
- Superior prioritization and project management skills; outstanding multi-tasker, frequently manage many tasks and assignments simultaneously.
- Able to deliver outstanding content, and maintain composure and good humor, under continuous deadline pressure.
- Proven ability to write pieces that attract significant audience response.
- Recognized as a driven, focused individual performer, yet committed to continually engaging with and motivating colleagues and team members.
- Considered a quick study who easily masters new topics and technologies. Utilize this strength as a freelance copy editor and writer for major media outlets and online news resources, including AOL/Time Warner, The Detroit News, Detroit Free Press and Citysearch.com.
- Emerging passion for social media; quickly learning how to best harness its power to build community, disseminate messages and drive business results.
- Impeccable written and verbal communication skills.

CORE COMPETENCIES

- Exceptional communication skills
- Understanding of most computer platforms
- Proficient in Adobe PhotoShop and InDesign
- Formal leadership training through the American Society of Employers
- Budget forecasting and management
- Employee supervision and development

PROFESSIONAL EXPERIENCE

Duffey Petrosky, Farmington Hills, MI

July 2012-Present

Corrected inconsistencies, copy flaws, grammatical mistakes across a broad and progressive platform of agency collateral.

Aquent, Royal Oak, MI

June 2011-July 2012

Staffing agency places qualified creative talent with local companies.

- Proofread advertising and marketing agency materials through various production stages, including print ads, radio/TV scripts, billboards, PowerPoint presentations, newsletters, e-mail blasts and other collateral.
- Provided feedback to team leaders with respect to spelling, grammar, branding, company style, and other publishing consistencies.

Real Detroit Weekly, Royal Oak, MI

October 2010 to April 2011

Weekly lifestyle magazine that captures the spirit of Detroit through feature stories and photography

Editor

- Managed full-cycle development of 17-22 pages of editorial copy for this popular (circulation 65,000) weekly lifestyle magazine.
- Leveraged experience with layout and design to coordinate and complete the magazine's cover and lead story each week.
- Meticulous copyediting skills; edited all inbound entertainment, dining and other feature articles submitted by a team of contributors and freelance sources.
- Strong visual communicator; charged with selecting and editing photographs and illustrations to accompany articles.
- Quickly earned reputation as an extremely efficient, organized and high-energy editor; all three required in a fast-paced, ultra-demanding production environment.
- Planned editorial calendar for future issues. This enables the sales team to pursue relevant advertisers for each issue.

American Concrete Institute, Farmington Hills, MI

March 2007 to October 2010

ACI is a 100-year-plus old international scientific nonprofit, and with 20,000 members, strives to promote the knowledge, use, and understanding of concrete

Supervisor – Publishing Services

- Managed day-to-day operations of 11-member editorial team, publishing more than 30 issues annually of four different periodical titles.
- Highly regarded for ability to motivate and energize team members through aggressive deadlines and deliver outstanding finished products.
- Outstanding multi-tasker; juggled many high-priority projects simultaneously throughout tenure.
- Supervised production of catalogs, convention collateral, signs, mailers and more, as well as technical standards and code books, ranging in size from 20 pages printed in-house to a more than 4,600-page, six-volume set.

C&G Newspapers, Warren, MI

November 1998 to March 2007

Publisher of 17 weekly community newspapers within Southeastern Michigan

Editor

June 2003 to March 2007

- Outstanding performance as a reporter and newsroom mentor led to opportunity to serve as editor over six of company's 17 weekly newspapers.
- Supervised the daily newsroom duties and professional development of nine reporters.
- Demonstrated a natural talent for helping early-career writers transform into skilled, investigative journalists.
- Ensured that each product featured accurate, relevant and interesting content.
- Able to effectively communicate with people at all business levels; conferred daily with photo, layout and design staff and managers, as well as with other department heads, upper management, sources, and readers.
- Supervised content and production of a weekly Homes section.

Reporter

November 1998 to June 2003

- Provided daily coverage of city government, crime, schools, and local news in Warren, Michigan's third-largest city.
- Voluntarily took on additional beats, including city of Detroit government, crime, and schools.

EDUCATION

Bachelor of Arts degree - Journalism, Detroit, MI
Wayne State University, Detroit, MI

HONORS & AWARDS

- Society of Professional Journalists Michigan Chapter: second-place award for sports reporting, 2000.

VOLUNTEER EXPERIENCE

- Detroit Public Television, Detroit, MI
- Common Ground Sanctuary, Pontiac, MI
- Royal Oak Animal Mission, Royal Oak, MI