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# Gavon Horting

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## Relevant Coursework

- Graphic Design 1
  - Comm 260 News Writing Skills
  - ENGL 202C Technical Writing
  - Comm 101 Mass Media and Society
  - CAS 100 Effective Speech
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## Experience

**Intern for Instagram Influencer Caleb Thill**      *01/2021 - Current*  
New York, NY

- Work with Caleb to create and assemble content for Instagram
- Creating NYC lifestyle content and advertisements for brand deals
- Develop creative briefs
- Developing creative briefs such as: Inspiration boards
- Taking and editing photos
- Editing software used: VSCO
- Form creative assets
- Creative assets example: Using Canva to create visual templates for Instagram stories to promote products or events
- Learning about visual design and management
- Examples include: How to maintain an aesthetic and how to manage brand deals

**Water for Good-Non-Profit Organization - Leader of Fundraising Team**      *08/2018 - 06/2019*  
Indianapolis, IN

- Developed a team to raise money to fund for a fresh water well in the Central African Republic
- Promoted the organization and their message
- Utilized social media for fundraising
- Examples of social media used: Instagram and Facebook
- Learned organization and management skills through fundraising events
- Built communication skills by leading meetings

## Education and Training

*Expected in 05/2023*

**Penn State University**

State College PA

**Bachelor of Arts:** Journalism and Digital Print with a minor in Digital Media Trends and Analytics

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## Skills

- Team collaboration
- Experience in leadership
- Time management
- Design
- Creativity
- Communication
- Proficient in Microsoft Word, Power point, Outlook, and Canva
- Proficient in Google Docs and Gmail
- Knowledge in Social Media: Instagram, Facebook, Twitter, TikTok, Etc.

