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I am a skilled and experienced **Marketing and Product Development Executive** seeking a new career adventure. My addition to an organization brings effectiveness, enthusiasm, and a high level of attention to detail. I am a strategic and analytical problem solver who has the ability to learn rapidly and handle ambiguity, while effectively balancing multiple priorities and continually meeting and exceeding company and client objectives. As a team player, I am able to learn from others, as well as direct and lead to produce desired results while bringing enthusiasm into different teams across the organization.

EXPERIENCE

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SENIOR VP, MARKETING | FINANCIAL RECOVERY STRATEGIES | SEPT 2013 – PRESENT

As the Senior VP of Marketing, I lead all marketing endeavors globally, working alongside our C-Suite and stakeholders, as well as additional investors and partner companies to bring all corporate goals to life. This encompasses both digital and print marketing, public relations, development and management of strategic partnership initiatives, event coordination, client communication, and management of internal staff, outsourced service providers, and development teams, amongst other responsibilities. Under my lead, FRS has improved branding and communications while increasing success rate in engaging with larger potential clients and retaining current clients. Under my lead, across efforts to drive revenue, FRS has more than doubled its client base, including fortune level companies by over 400%, improved client outreach success rate by 350%, and significantly improved social engagement across all platforms. Some of my responsibilities include:

- Design/re-design marketing materials, corporate branding, document management and distribution.
- Develop, produce, and manage communications and marketing campaigns.
- Website, social media and other digital marketing design, development, and management.
- Data analysis and reporting to senior management.
- Research and Implementation of new technologies to improve marketing efforts.

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DIRECTOR, PRODUCT & BUSINESS DEVELOPMENT | HYMAN BECK & COMPANY | MAY 2010 – MAR 2013

As the Product Development Specialist, I was responsible for developing all creative materials used by the sales team and maintaining communication with clients. I worked regularly alongside the trading desk to produce monthly performance reports, providing me with a working knowledge of the investment world. The positive marketing products I produced were vital in raising millions of dollars of capital during the worst performance period in the history of the company and industry. Additionally, I managed our proprietary client database and all performance and trade result monitoring, while also maintaining our technological infrastructure (both software and hardware). Some of my responsibilities included:

- Design/re-design corporate identity, marketing materials and internal documents.
- Trading analysis and reporting to investors and business partners.
- Innovation alongside sales team for new client engagement.
- Technology support for the firm, including decision making, CRM management, help desk, computer management, IT room management, and disaster recovery.

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MARKETING ASSOCIATE | MARKETCOUNSEL / HAMBURGER LAW FIRM / MAILBANC | JUN 2006 – MAY 2010

As the Marketing Associate, I supported many functions of all three corporate entities as they developed from the ground up. I designed and implemented all branding efforts and marketing materials. This role involved everything from hardwiring the office, to a ground up build and launch of Salesforce. Some of my responsibilities included:

- Design and creation of printed materials, web pages, logos, and other marketing materials.
- Conference preparation.
- Client relations and competition research.
- CRM data input and database organization.
- Mass emailing and email template creation.
- Sales, training, and support for MailBanc clients.
- Server room support and tier one technology help desk.

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CONSULTING

As a professional who prides himself in expanding skillsets, knowledge, and keeping a general "ear to the streets", I have always been involved in some level of consulting, non-profit, and/or professional growth work. These roles have ranged from business development and marketing, to paralegal, accounting, and IT related roles. Since I have always made long term commitments to the companies I work for, these consulting roles have allowed me to expand my knowledge of other industries, which has come in handy when working with new and different client bases. Some key projects that have made a lasting impression on me as a business professional are listed below:

- MONTE CAPITAL GROUP | TOBIA & LOVELACE, ESQS. | GOGREEN DRY CLEANING | PESOCAR
- THE DREAM SCHOOL FOUNDATION | BECKA FLO YOGA | CONSCIOUS CLASSROOM

EDUCATION & CERTIFICATIONS

PURSUIING BACHELORS DEGREE | BUSINESS MANAGEMENT

ASSOCIATES DEGREE | BERGEN COMMUNITY COLLEGE | BUSINESS MANAGEMENT | 3.75 GPA

CERTIFIED DATA SCIENTIST (IN PROGRESS) | IBM

SKILLS

- PROJECT & TEAM MANAGEMENT
- ATTENTION TO DETAIL
- CREATIVE
- ANALYTICAL & RESOURCEFUL
- TEAM PLAYER
- STRONG LEADERSHIP

KNOWLEDGE

CRM'S & COMMUNICATION TOOLS:

- SALESFORCE
- ZOHO
- PARDOT
- MARKETING CLOUD
- ICONCONTACT
- FORM DEVELOPMENT SOFTWARES
- FACEBOOK
- INSTAGRAM
- LINKEDIN
- SPROUT SOCIAL

WEB & DESIGN:

- ADOBE CREATIVE SUITE
- WORDPRESS
- HTML/CSS EDITING
- GOOGLE ANALYTICS

IT & OTHER:

- HOOVERS
- ZOOMINFO
- EMAIL ARCHIVING SYSTEMS
- QUICKBOOKS
- SONICWALL FIREWALL
- ANTIVIRUS SOFTWARES
- HOSTED EXCHANGE SYSTEMS
- MICROSOFT OFFICE

CURRENTLY LEARNING

DATA SCIENCE TOOLS:

- PYTHON
- SQL
- APACHE
- AMONGST OTHERS