




TYLER HORST

PR PROFESSIONAL WITH AN EMPHASIS IN MEDIA RELATIONS & SOCIAL MEDIA MARKETING



PORTFOLIO

 tylerhorst.com
 [linkedin.com/in/tylerhorst](https://www.linkedin.com/in/tylerhorst)
 @TylerHorstPR

CONTACT

5374 NW 150th Pl, Portland,
OR, 97229
t: 503 956 8104 | e: tyler@tylerhorst.com | w: www.tylerhorst.com

EXPERIENCE

*Oregon Department of Justice,
Office of the Attorney General*
Feb. 2016 – June 2016

Communications Intern

- Wrote at least 3 press releases or press advisories per week, which kept the public informed of the Attorney General's efforts in serving the public good and helped facilitate a trusted relationship between the Oregon Department of Justice and the public.
- Compiled 4 media lists each week and generated press coverage by pitching to various channels of the media on a daily basis.
- Generated a long-term social media campaign via Twitter for the next 4 months with the goal of increasing engagement with the public and creating a better digital presence.

Ethos Magazine
Sept. 2015 – Feb. 2016

Public Relations Director

- Promoted Ethos Magazine by hosting 4 different events throughout the year with the goal of increasing the readership of students and faculty.
- Established 12 partnerships with student organizations and local businesses throughout the year to help promote and run each event.
- Used Facebook, Twitter and various outdoor advertising tactics to attract a crowd of over 100 people to come to each event, boosting event attendance by 25 percent.

Emerald Media Group
June 2015 – Nov. 2015

Account Executive

- Created 10 long-term media campaigns tailored toward clients' marketing goals/objectives and advertising budgets, which varied from \$1,000 a year to \$40,000 a year.
- Prospected and managed over 10 different accounts and generated over \$50,000 in revenue.
- Set up 5 meetings per week with decision makers of local businesses and consistently met sales goals of at least \$10,000 in revenue each month.

TrackTown USA
April 2015 – June 2015

PR & Communications Intern

- Played a key role in developing and managing social media strategy via Twitter, Facebook and Instagram by posting on each platform 4 times a week.
- Engaged with athletes, coaches and fans to crowd source content for social media before, during and after events and generated 2,000 more followers on Instagram and Twitter within 3 months.
- Developed and implemented strategy of 4 Twitter takeovers with NCAA and USA track and field athletes leading up to championship meets.

University of Oregon Student Alumni Association
Sept. 2014 – June 2015

Executive Director of Engagement

- Recruited and engaged more than 100 students in over 270 hours of volunteer work for SAA focused events.
- Coordinated 6 SAA spirit/tradition focused events while identifying ways for SAA members to stay involved.
- Represented the student body and cultivated the relationship between students and alumni and donors.

Expand Your Brand Consulting
June 2014 – Sept. 2014

Marketing Intern

- Generated 5 long-term strategic marketing campaigns for 3 different clients within a 3-month span.
- Planned and wrote weekly social media content in advance for 5 different clients, encompassing Twitter, Facebook and Instagram platforms.
- Implemented campaign strategy based around deadlines and marketing budgets varying from \$5,000 to \$50,000 a year.

EDUCATION

*University of Oregon
School of Journalism and Communication*

Bachelor of Science in Public Relations
Minor in Business Administration

Awards

Centurion Award
Awarded by University for dedication and outstanding service as a student leader during my junior year.