

George A. Hornberger

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[LinkedIn](#)
[Portfolio Site](#)

MULTIMEDIA DESIGNER • MARKETING SPECIALIST

Experienced marketing and business professional with a background in corporate and entrepreneurial organizations. Proficient in project management, problem-solving, decision making and building strong internal and external client relationships to achieve top-line results.

Expertise in:

Website creation using XHTML/HTML5/CSS3, WordPress or CMS, SEO/User Experience best practices

Technical Tools using Adobe Creative Suite Photoshop, Illustrator, InDesign, Premiere, After Effects, Express plus Final Cut Pro, Canva, Microsoft Office Suite

Video Production including storyboards, scripts, shot-list, lighting, camera operation, video editing, video export

Graphic Design of display ads, brochures, catalogs, posters, trade-show banners, direct-mail and website images

Photography for corporate headshots, print and web images, promotional campaigns and corporate events

Creating and managing Google Ads Pay Per Click campaigns, implementing and utilizing Google Analytics data

Business skills including sales, P&L, product launches, vendor relations, trade shows and new business cultivation

PROFESSIONAL EXPERIENCE

H.A. Marketing LLC, Saline, MI

2002 – Present

Advertising Agency Principal – Website Development, Video Production and Print – www.HAMarketingLLC.com

Principal of a small agency that specializes in developing marketing plans and programs, creating websites and videos for small businesses. Worked flexibly at home while children were school age.

- Design, create, host and update websites for a variety of businesses using WordPress and XHTML/CSS best practices
- Implement and manage Google PPC campaigns, review Google Analytics data and consult on social media
- Create promo videos for use on website, YouTube, Instagram, Facebook and :30 second television spots
- Ad design & placement, logo creation, brochures, direct-mail and media consulting

Success Mortgage Partners, Plymouth, MI

12/23 to 6/25

Videographer, Photographer, WordPress Administrator, Graphic Designer – www.SuccessMortgagePartners.com

Multimedia Designer at the home office of a nationwide Mortgage Bank serving corporate and loan officers

- Media partner to the company CEO, President, Growth & Development team and other corporate officers
- Develop websites, create graphics for marketing material, produce videos for corporate communication and social media, assist mortgage brokers with marketing material creation; flyers, website, video, email, signs and more
- Help loan officers drive loan contracts through promotional videos, sales material, web content and company branding
- Develop content for annual sales leadership conference; logo, hype video, program, banners, signs and presentations

Azox / K-eCommerce, Integrated E-Commerce in Plymouth, MI

9/13 to 8/15

Website Branding Designer – E-Commerce Websites – www.k-ecommerce.com

Brand and design customer s e-commerce sites and internal demo sites using proprietary CMS system, HTML & CSS.

- Code web pages and incorporate pre-created web-parts such as shopping carts, checkouts and bill pay
- Style sites using CSS and jQuery with either creative freedom or following detailed specs and requirements
- Create Wordpress® Blog sites incorporating client supplied or created graphics, custom editing of CSS/PHP
- Coordinate projects with sales, customer service, programming, e-commerce and deployment team members

Direct-Tech Associates, Inc., Livonia, MI
National Sales Manager, Internet and Print

5/08 to 5/10

Managed regional and national print and online yellow page programs for various companies within U.S. & Canada.

- Responsible for corporate account sales and relations, monthly sales projections and budgets
- Responsible for national search engine programs, graphic design, social media for corporations and franchise owners
- Developed online search, direct-mail and directory advertising programs to maximize annual client budgets
- Increased client clicks, calls and new business through targeted advertising with custom messaging
- Presented advertising trends at client conventions, managed trade booths and hosted special events
- Added multiple national franchise and regional accounts increasing agency revenue by 15% over 2 years

ADDITIONAL EXPERIENCE

Quiznos Sub, Okemos, MI **Owner Operator**

AT&T Media Services, Okemos, MI **Advertising Representative**

Ameritech Yellow Pages, Chicago, IL **Advertising Representative & Graphic Designer**

Meijer Corporate Headquarters, Grand Rapids, MI **Advertising Production Team Leader**

EDUCATION

Bachelor of Arts (BA), Advertising/Graphic Design with Minors in Business & Art, Western Michigan University

Web Technology Certificate, School of Digital Media Arts, Washtenaw Community College, Ann Arbor, MI

Digital Video Production, School of Digital Media Arts, Washtenaw Community College, Ann Arbor, MI

VOLUNTEER EXPERIENCE AND INTERESTS

Assistant Scout Troop Leader - Helped my son achieve his Eagle Scout rank while assisting the troop

HOA President - Served on homeowner's board of directors for the last six years managing the subdivision

Active ice hockey player, mountain biker, skier, snowboarder, kayaker, camper and outdoor enthusiast