

MALLORY HORNSTRA

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PROFESSIONAL SUMMARY

Graphic designer with three years of experience in corporate marketing. Spearheaded and implemented marketing campaigns that saw up to a 200% increase in engagement. Professionally trained in and highly skilled at Adobe Photoshop, Illustrator, Acrobat, and InDesign.

EMPLOYMENT

MARKETING DESIGNER

CoStar Group, Full Time (February 2018 - December 2019)

- Collaborating with brand managers, subject matter experts, designers, and copywriters to create marketing and recruitment campaigns across the multiple brands of the CoStar Group.
- Conceptualizing and executing graphics, mock-ups, and layouts for print, video, and interactive media.
- Managing internal/external collaboration and communication for marketing events.

EXECUTIVE ASSISTANT TO ANDREW FLORANCE, CHIEF EXECUTIVE OFFICER (TEMPORARY)

CoStar Group, Full Time (January 2018 - February 2018)

- Coordinated travel plans and managed Mr. Florance's schedule, often working 80+ hours a week.
- Traveled with Mr. Florance for sales conferences and major marketing campaigns.
- Vetted incoming correspondences with high level executives on behalf of Mr. Florance.
- Developed and maintained alert system for upcoming deadlines, meetings, and company events.

MARKETING RESEARCH ADVISOR

CoStar Group, Full Time (January 2017 - January 2018)

- Conducted interviews with commercial tenants and CRE professionals to satisfy research initiative.
- Reviewed SEC filings to evaluate market shifts and document quarterly real estate developments.
- Selected to collaborate with department leaders to evolve the company's data collection approach.

SKILLS

INTERPERSONAL

Adaptability

COMMUNICATION

Written, Verbal, & Visual

ADOBE SUITE

Photoshop, InDesign, & Illustrator

MICROSOFT OFFICE

Word, Powerpoint, & Excel

ORGANIZATION

Structure & Consistency

LEADERSHIP

Initiative

ANALYTICAL

Attention to Detail

PROBLEM SOLVING

Prioritizing & Decision Making

DEPENDABILITY

Time Management & Self-Motivation

EDUCATION

COMMUNICATION ARTS - B.A.

Virginia Commonwealth University (August 2010 - December 2014)