

LISA HORAN

Writer/Media Producer/Creative Content Director

Strategy-minded writer, project manager, media producer, and creative content director with over **20 years of experience** creating content for marketing campaigns, websites, social media, print, and videos. Known for superior project management skills, creating **solutions** for complex projects, balancing multiple deliverables and tasks, and developing captivating ways to tell stories that drive **results**.

Work History

2000-01 – Freelance Writer

Present

Various Clients

- Provide copywriting services for clients across multiple industries, including real estate, vacation rental, business, education, healthcare retail, entertainment, and more.
- Write SEO-rich, but substantive, informative, and well-researched content
- Published work has appeared in publications like *Creative Screenwriting*, *Mix*, *Government Video*, *Videography*, *Digital Video*, *The Washington Diplomat*, and *Architecture Week*.

2011-01 -

Present

Writer/Producer/Creative Director

POPMARK MEDIA/VIRTUAL, ORLANDO, FLORIDA

- Develop communications strategy and create content for various media
- Interview subjects and tell their stories through videos, digital content, success stories, etc.
- Develop content for marketing campaigns
- Articulate content in innovative, compelling, memorable ways
- Manage concurrent projects with overlapping timelines and competing priorities
- Provide valuable contributions to brainstorming sessions and develop creative solutions
- Use excellent time management, decision

Contact

Address

Orlando, FL, 32819

Phone

301.325.9447

E-mail

lisahoran.lh@gmail.com

LinkedIn

www.linkedin.com/in/lisahorancreative

Website

www.lisahoranwriting.com

Skills

PC & Mac Platforms



Google Suite/Drive



Adobe Creative Suite



Budgeting



Content Creation



Creative Direction



making, and organizational skills to ensure content and strategy align to meet business needs

2016-10 –
2020-03

Creative Media Producer/Writer

PSAV, ORLANDO, FLORIDA

- Wrote scripts for and directed all aspects of creative and production process for video, digital, and multi-media productions for big brands and organizations
- Developed, and presented concept solutions to clients and owned client relationships
- Drove creative process for multi-media presentations that helped to secure over \$10M in new/renewed contracts
- Collaborated effectively and managed creative teams, including video editors, to create outstanding products
- Managed freelance writers and vendors
- Developed and implemented production processes & resources
- Maximized media budgets to generate inspirational, awe-inspiring, and informative productions and “magical” live moments

2008-01 -
2010-12

Creative Director/Writer

STUDIO UNKNOWN, CATONSVILLE, MARYLAND

- Developed strategic marketing and communication plans, publicity campaigns, and web content that increased studio's presence
- Served as press liaison and company spokesperson
- Launched and wrote successful column in highly regarded industry magazine that generated national exposure and led to significant growth
- Developed and launched new website that served as company business card and resulted in increased web traffic

Client Management



Editing



Final Cut Pro



Forecasting



Freelance Writing



Marketing



Media Production



Microsoft Office 365



Presentation Development



Press Relations



Project Management



Scriptwriting



2000-06 -
2007-08

Associate Director/Writer/Editor

TIVA-DC, WASHINGTON, DC

- Wrote, edited, and designed monthly membership publication
- Developed communications, marketing, and publicity plans that successfully promoted and grew organization
- Managed relationships with board members, organization members, vendors, and press
- Worked directly with Board of Directors to develop, promote, and host monthly meetings, award programs, and events

Education

Bachelor of Arts: Communication, Broadcast Journalism

The American University - Washington, DC

Dean's List Student

Certifications

2014-11 Non-Linear Editing

Speaking Engagements & Selected Awards

- Featured Presenter, InfoComm (Avixa) in Orlando, FL (2019)
- Bronze Telly Award (2018)
- 10 Center Stage Performance Awards (2016-2018)
- Silver PEER Award for Scriptwriting (2012)
- Featured Presenter, SPARS panel at the 131st AES Convention in New York City (2009)

Strategy Development



Various Remote Work Apps



Website Development



Writing

