

# JAY A. HORTON

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## EDUCATION

The University of Georgia  
Bachelor of Arts in Journalism (A.B.J.)  
Major: *Public Relations*  
Certificate: *New Media*  
Minor: *Spanish*  
—Dean's List and Zell B. Miller Scholar | GPA: 3.76

Athens, Georgia  
May 2017

La Universidad de Palermo  
*Spanish Linguistics and Hispanic Cultures*

Buenos Aires, Argentina  
May 2016 – July 2016

## WORK EXPERIENCE

University of Georgia — Athens, GA

*Event Coordinator*

February 2015 – Present

- Interact with clients to schedule and organize the logistical aspects of large events on campus.
- Work with a range of budgets to transform venues using strategic out-of-the-box thinking.
- Translate the event needs of student organizations, departments and outside groups to internal university staff.

Lake Junaluska Conference and Retreat Center — Lake Junaluska, NC

*Summer Youth Ministry Communications Intern*

May 2015 – July 2015

- Planned, organized, and facilitated nine retreats for middle and high school youth groups of 200 members.
- Assisted the retreat center with social media endeavors on Facebook, Instagram, and Twitter.
- Led a Bible study and delivered two short homilies each retreat.

## LEADERSHIP EXPERIENCE

TEDxUGA

*Stage Director and Veteran Presenter Advisor*

January 2015 – Present

- Support nine speakers annually in writing, organizing and delivering “TED-ready,” passionate presentations.
- Responsible for contributing to the planning, organizing, and executing of this 550-attendee annual event
- Manage staging, sound, lighting, presentation and visual logistics.

Public Relations Student Society of America — Drewry Chapter

*Task Force Committee Designer and Strategist*

August 2016 – Present

- Assist PRSSA and AdPR partners with social media strategy, awareness, brand enforcement and event planning.
- Design promotional materials such as stickers and social media posts using Canva and Adobe Creative Cloud.

New Media Institute

*Scout (Ambassador)*

August 2015 – Present

- Aid in certificate program recruitment through events, social and traditional media platforms.
- Advise students on classes that will help them achieve their personal and professional goals.

North Georgia Conference of the United Methodist Church

*Communications Coordinator for Council on Youth Ministry*

August 2013 – August 2014

- Established congruent branding throughout the Annual Conference's youth ministry social-media outlets.
- Created and managed an Instagram and a Twitter account.

## HONORS & AWARDS

- Grady College 2017 Bateman Case Study Competition Team Member September 2016 - Present
  - *One of five students from the University of Georgia selected to be a part of PRSSA's premier national case study competition charged with building a comprehensive public relations campaign for Give an Hour's Campaign to Change Direction, surrounding the culture of mental illness in the United States.*
- SEC Academic Collaboration Conference Participant February 2016
  - *One of four representatives from the University of Georgia to attend SECU's southeastern diversity and leadership conference focused on student activism, free speech, and civility on campus.*

## ADDITIONAL EXPERIENCE

- Adobe Creative Cloud, html, css, jquery, bootstrap, Wordpress, Hootsuite, and Microsoft Office
- Google Analytics and Hubspot Inbound Marketing Certified