

LEAH P. HORN

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PROFESSIONAL EXPERIENCE

Director of Marketing and Communications, Legal Manager

Western States Arts Federation–WESTAF (Denver, CO) | Sept 2011 - Present

- Manage all internal and external communications for organization offering innovative technology services, arts and cultural advocacy and research, and funding opportunities
- Plan and execute annual cultural policy symposia, professional development conferences, seminars, and other events; oversee publication and distribution of event proceedings
- Create and execute multiple marketing campaigns for seven distinct technology projects
- Direct sales efforts for all earned-income projects; manage sales budgets; lead and coach sales teams; and develop and update sales documents and processes
- Write, edit, and update content for several organizational websites; design and build new sites as needed; and manage the organization's comprehensive social media efforts
- Oversee independent contractor agreements, service agreements, and RFIs/RFPs
- Manage business and vendor registrations, renewals, compliance, and reporting
- Design, coordinate, and produce marketing collateral and product-positioning materials including postcards, brochures, booklets, ads, and other promotional materials
- Handle assessment, direct negotiation, auditing, and drafting of contracts; analyze significant and unique contract requirements and terms to ensure legal compliance

Campaign Manager

Kolosso for Congress (Menomonee Falls, WI) | Mar 2009 - Dec 2010

- Created campaign plan including communications, field, and fundraising strategies
- Drafted core communications, including press releases, media advisories, and presentations for internal and external audiences
- Recruited and managed campaign staff and volunteers and built grassroots network of local activists, field staff, and community leaders
- Trained volunteer team on messaging, branding, strategy, and media outreach
- Organized fundraisers, photo and video shoots, media interviews, candidate appearances, and community events
- Developed and managed multiple email lists and social networking sites with a collective membership of over 10,000; managed all vendor relations and campaign correspondence
- Coordinated with other local and statewide campaigns on shared resources and strategy

Merchandising & Product Development Manager, Store Manager

Sports Experience, LLC (Phoenix, AZ) | Feb 2007 - Feb 2009

- Supervised team of 30 associates and managed recruitment, hiring, training and development, scheduling, and performance evaluations
- Worked with company CEO and Under Armour corporate team on product development, branding, merchandising, sales, and company expansions
- Created visual merchandise display maps and marketing plans for four regional stores
- Oversaw all store operations including payroll, inventory, and product management
- Coordinated and executed all store advertising and promotions

Firm Administrator & Office Manager

Loose, Brown & Associates, P.C. (Phoenix, AZ) | Feb 2005 - Feb 2007

- Responsible for editing, marketing, and distribution of "Arizona Laws 101: A Handbook for Non-Lawyers"
- Prepared legal documents, including business forms, affidavits, wills and trusts, and demand letters and conducted extensive legal research
- Coordinated and executed all firm events and created presentations for meetings
- Handled all Accounts Payable / Receivable
- Prepared and audited expense reports, timesheets, and payroll
- Managed direct business relations, client relations, and all vendor relations
- Provided training to staff on office systems, software, and policies and procedures
- Developed publicity campaign and marketing strategy for firm

Merchandising Manager

Banana Republic (Denver, CO) | Jan 2004 - Jan 2005

Lead Cashier, Client Relations Specialist, Merchandising Assistant

Banana Republic (Boulder & Denver, CO) | Mar 2000 - Jan 2004

- Organized coaching and development of staff; conducted training on products and policies
- Supervised team of 15 sales associates and oversaw all merchandising/visual presentations
- Prepared and presented weekly reports with peak selling hours and top-selling items
- Received recognition awards for sales, customer service, and product knowledge

Student Organizations Committee (SOC) Chair, Volunteer Coordinator

University of Colorado Student Government (CUSG) (Boulder, CO) | Aug 1999 - May 2003

- Served on team that collectively handled a \$20+ million student fee budget
- As SOC Chair, managed committee and \$50,000 budget for student group operations
- Regularly liaised with all campus student groups and organizations
- Created and maintained volunteer database; mobilized students for campus-wide events

ADDITIONAL EXPERIENCE

Grant Review Panelist. Colorado Creative Industries (CCI) Colorado Creates Grant Program | 2016

Grant Panelist (Reader). National Endowment for the Arts (NEA) Challenge America Fast Track (CAFT) Grant Program | 2013-14, 2014-15, and 2015-16

Public Art Selection Panelist. City & County of Denver, Arts & Venues Public Art Program | 2014

CERTIFICATIONS

Notary Public, State of Colorado

EDUCATION

B.S., Journalism–Media Studies | B.A., Sociology (2003)

University of Colorado at Boulder (Boulder, CO)