



ETERNITY HONORE

EDUCATION

Louisiana State University, Baton Rouge, LA

B.A., Mass Communication | Minor in Engineering

- ExxonMobil Energy Scholar
- McNair Scholar
- T.Howard Alumna
- Ogden Honors College member
- Published an article for the LSU Cold Cases Project

SKILLS

Adobe Suite
Canva
Content Creation
Creative Direction
Photography
Copywriting
Data Analysis
Market Research
Social Media Analytics
Microsoft Office
Project Management
Event Planning

CONTACT ME

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PORTFOLIO



(SCAN ME)

WORK EXPERIENCE

Marketing Associate

HT Builders | November 2024 -

- Established a style guide to establish a distinct visual brand identity
- Designed RFPs for prospective home owners which have led to multiple new customers
- Created several email marketing campaigns that expanded the company's reach
- Monitored the progress of multiple construction sites concurrently and updated clients

Temporary Marketing Specialist

Kelwood Contemporary Art | June 2024 - August 2024

- Redesigned the gallery's website and developed an e-commerce platform featuring 100+ items.
- Crafted SEO-optimized web content that authentically reflected the artist's voice.
- Designed an art catalogue and identified top interior designers as recipients.
- Photographed various pieces of art for online display and promotion.

Temporary Marketing Specialist

FantomLight | June 2024 - August 2024

- Developed press releases, cover letters, and compiled essential documentation for submissions to book awards and reviews.
- Captured and edited high-quality photos for social media, and contributed to client videos.
- Authored blog content showcasing local non-profit organizations' initiatives.
- Designed and implemented a monthly social media strategy, including content creation and scheduling.
- Conducted comprehensive market research to support an upcoming product release.

Marketing Assistant

Aquaculture System Technology | February 2024 - May 2024

- Strategized, filmed, and edited Youtube segment called "Teachable Tuesdays" to inform customers about products which led to several high-value sales
- Created a cohesive social media aesthetic across Instagram, Facebook, and LinkedIn to improve brand awareness
- Designed Powerpoint presentations on various facets of the aquaculture industry to be presented at national conferences
- Updated website with new products and social media links

Freelance Graphic Designer

June 2023 - February 2024

- Collaborated with clients to transform their vision into impactful and innovative design
- Conducted in-depth research to understand client needs, brand objectives, and target audience preferences.
- Designed and deliver a range of materials, including branding, print, and digital media deliverables

Public Relations Consultant

Baton Rouge Improv Festival | January 2023 - May 2023

- Designed the 2023 festival theme and corresponding cross-platform advertising, which generated the majority of ticket sales
- Publicized the festival to 200 stakeholders through a creative email marketing strategy
- Orchestrated two fundraisers with local businesses that increased the festival's budget by 50%
- Managed content capture for all festival events and edited with Adobe Premiere Pro and Lightroom

Marketing Associate

Hearst Magazines | June 2022 - August 2022

- Created data informed collateral for high value partnerships on behalf of Delish, Town & Country, Cosmopolitan, etc.
- Standardized the advertising go-to-market materials with consistent data and positioning
- Developed a mock marketing plan in collaboration with cross-functional teams that was then presented to the heads of the Hearst Newspapers division