

SAMUEL HORTON
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OBJECTIVE: To write compelling copy that engages the audience and has a high conversion rate.

EDUCATION

CLEMSON UNIVERSITY
Bachelor of Arts, English
Minor in Horticulture

Clemson, SC
Graduation December 2022

RELEVANT EXPERIENCE

TECHNICAL WRITING

Summer 2022

- Developed critical reading skills and understanding of basic rhetorical concepts as they apply to professional environments and the ethical considerations within them.
- Applied effective communication strategies to targeted readers.
- Composed effectively in a variety of forms and media appropriate to the discipline.
- Worked on a team to compose a case study.

SCIENTIFIC WRITING AND COMMUNICATIONS

Fall 2021

- Understanding of principles, styles, and strategies of scientific argumentation.
- Studied and practiced the adaptation of audiences in written, oral, and visual media.
- Composition of research articles and media.

AUTHORITY SITE SYSTEM COURSE 2.0

2020

- Development of skills related to marketing, monetization, niches, and SEO.
- Learned how to write, edit, and optimize persuasive content to maximize traffic and influence.

GRAMMAR SURVEY

Fall 2020

- Survey of modern grammar.
- In-depth understanding of grammatical terms and structures.
- Developed advanced editing skills.

VISUAL COMMUNICATIONS AND ADOBE DIGITAL DESIGN

Fall 2021

- Survey of visual communication theories and practices used by technical communicators in business and industry environments.
- In depth understanding of digital design programs such as Adobe Photoshop, Illustrator, and InDesign.
- Composition of various forms of media.

OTHER RELEVANT CLASSES

- Children's Literature
- Creative Writing: Fiction
- Creative Writing: Screenwriting
- Critical Writing
- Cultural Studies
- Southern Literature

SKILLS

Writing, Editing, Research, Google Docs, Google Sheets, Microsoft Word, Microsoft PowerPoint, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Final Draft 12, Ahrefs, Communication.

COMMUNITY INVOLVEMENT

SUSTAINABLE LANDSCAPE DEMONSTRATION GARDEN

Fall 2022

- CI Certification.
- 45 hours landscape maintenance and survey experience.