

KRYSTAL HORNE

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SUMMARY

Communications professional with experience in digital media and community engagement. Skilled in developing communication strategies and outreach initiatives that increase visibility, strengthen stakeholder relationships, elevate brand reputation, and enhance public trust. Demonstrated success in brand management, website and social media administration, multimedia storytelling, and event coordination that drives engagement and supports organizational goals.

KEY SKILLS

- Internal & External Communications
- Website Management / WordPress
- Social Media / Analytics
- Graphic Design & Multimedia Production
- Media Relations / Press Communications
- Community Engagement
- Event Planning / Promotions / Logistics
- Brand Awareness & Reputation Management
- Content Strategy / Digital Storytelling
- Photography & Photo Editing
- Buffer / Hootsuite
- Adobe Creative Suite / Canva / MS Office

WORK EXPERIENCE

UWG School of Communication, Film, and Media **FEB 2026- PRESENT**

Marketing & Outreach Coordinator

- Deliver visually compelling imagery that captures authenticity, emotion, and brand identity for clients
- Manage client relationships, creative direction, and end-to-end photo production
- Specializing in professional headshots, portraits, event coverage, and food & beverage photography

Douglasville-Douglas County Water and Sewer Authority **MAR 2023- AUG 2025**

Communications Coordinator

- Developed and managed web and digital content for the Authority's website, delivering timely and accurate information to 150,000+ customers
- Designed and implemented marketing and outreach materials (digital, print, video), ensuring brand consistency and alignment with public education goals
- Planned and executed biannual board workshops, overseeing event logistics such as vendor management, catering, and venue selection
- Developed, curated, and managed the Authority's LinkedIn content strategy, increasing brand visibility and engagement
- Led the planning, coordination, and promotion of employee and community outreach events, including biannual open houses and workshops
- Key Achievements:
 - Increased employee volunteerism by 38% (2023-2024)
 - Grew LinkedIn following by 88% in 18 months (2024-2025)

Communications Specialist **FEB 2022 - MAR 2023**

- Produced *The Waterline*, a monthly digital newsletter for internal and external stakeholders
- Directed video storytelling projects from concept to post-production to support internal communication
- Supported volunteer coordination, community partnerships, and event promotion efforts to increase participation and visibility
- Collaborated with leadership to design presentations, flyers, and other visual content that promoted key programs and initiatives

West Georgia Living Magazine/Times-Georgian

FEB 2022 - APR 2022

Freelance Writer & Photographer

- Researched and wrote feature stories highlighting community impact and local initiatives
- Captured and edited photographs to accompany feature stories

Douglas County Sentinel

DEC 2018- MAR 2020

Staff Writer & Photographer

- Reported on education, crime, government, and human-interest stories to inform and engage Douglas County residents
- Created visual content for print, web, and social media platforms
- Key Achievements:
 - Created *DCSnews*, a brief news recap for Instagram Stories that consistently garnered 100+ views

EDUCATION**University of West Georgia**

B.A. Mass Communications, 2010

Minor in Psychology

University of West Georgia

Photography Certificate, 2023

CERTIFICATIONS**Mental Health First Aid USA**

Adult Mental Health First Aid

Issued October 2025

The Event Nexus

Elevate Your Internal Communications

Issued October 2025

PROFESSIONAL AFFILIATIONS

- **Atlanta Association of Black Journalists (AABJ)**
 - Member, 2020-Present
 - Secretary, 2022-2025
- **Georgia Association of Water Professionals (GAWP)**
 - Member, 2022-Present
 - Public Education Committee, 2022-Present
 - Leadership Committee, 2024-Present
 - Membership Committee, 2024-Present
 - Women Making Waves Committee, 2023-Present
- **Government Social Media**
 - Member, 2026-Present
- **National Association of Black Journalists (NABJ)**
 - Member, 2020-Present
- **Public Relations Society of America (PRSA)**
 - Member, 2024-Present
- **Public Relations Society of America Georgia Chapter**
 - Member, 2024-Present
 - Social Media (SoMe) Committee, 2024-Present

COMMUNITY SERVICE & LEADERSHIP

- **Douglas County Partners in Education**
 - Board Member & Communications Committee Volunteer, 2022-2025
- **Douglas County Young Professionals (DCYP)**
 - Member, 2018-Present
 - Marketing Chair, 2021-2024
- **Atlanta Hawks Million Meal Pack**
 - Volunteer, 2022 and 2025
- **Habitat for Humanity of NW Metro Atlanta**
 - Volunteer, 2021 and 2025