

# Sidonie Horan

Executing creative projects using a strategic eye. A detail oriented Strategist with experience in content creation, campaign building, & social media management. Skilled in delivering solutions to a diverse portfolio of clients



## Creative Experience

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**Second Story Media** - Boone, North Carolina (*January 2026 - Present*)

**Director of Social Media** - Student Role

Second Story Media is a Student-run Ad Agency in Boone NC

- I create content for and manage our primary social platforms, ensuring that our brand as a student agency is represented well digitally. I also host a content calendar for uploading future posts, while simultaneously optimizing our existing social channels.

**Second Story Media** - Boone, North Carolina (*April 2025 - December 2025*)

**Director of Strategy** - Student Role

- Oversaw the work of, and coordinated our in-agency strategists to support our client's industry specific goals and branding needs. My role involved heavy research, trend analysis, content ideation, and writing, while also seeking to find and present effective solutions to optimize communication both external and internal.

**Matchstick Social** - Charleston, South Carolina (*June - August 2024*)

**Social Media Marketing Intern** - Internship

Matchstick Social is a full service marketing agency located in Charleston South Carolina.

- Assisted in client shoots while completing weekly social media content deliverables, crafted shot lists, conducted industry specific research, and composed weekly strategic audits for a variety of clients and industries in cross-functional collaboration with a team of Charleston marketers.

## Hospitality Experience

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**Kairos Mediterranean** - Charleston, South Carolina (*May 2022 - Present*)

**Shift Lead** - Part Time

Kairos Mediterranean is a family owned, fast-casual concept based primarily in South Carolina.

- Responsible for tasks requiring leadership and multitasking, including the processing of all online/in-person orders, maintaining cleanliness, prep and assembly of various menu items, and the ability to think, act, cook, and serve food at a rapid rate. I established and improved PR with new and returning customers, and have helped collect consumer data to enact business decisions that play into our experience design, such as the return of our infamous rock & roll playlist!

## Qualifications

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**Bachelor of Science - Strategic Advertising**

Appalachian State University - Boone NC

August 2022 - May 2026

**Study Abroad**

Estonia Business School - Tallinn

May 2025

## Activities and Societies

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- **Second Story Media**
- Ad Club - **AAF Student Chapter Member**
- Appalachian Society for Communication Studies
- Asian Student Association
- Oboist in the Appalachian Concert Band

## Proficient In

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Sprout Social - Airtable - Canva - Adobe Premiere Pro - TikTok - Meta Ads Manager - Microsoft Suite - Wix - Basecamp - Lightroom - Monday - Slack - Social Media Strategy - Edits - Research & Data Analysis - Writing - Content Planning - SEO Marketing

## Soft Skills & Personal Attributes

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- Self starter
- Creatively Motivated & Driven
- Experimental Thinker
- Storyteller
- Brand-kit Builder
- Strategist

## References

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Available Upon Request

## Hobbies

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- Brand Photography Enthusiast
- Visual Curator
- Oboist & Composer
- Culinary and Travel Lover

**Instagram**

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