

LONDON HORNSBY

COMMUNICATIONS & PUBLIC AFFAIRS PROFESSIONAL

SKILLS

Strategic Communication, Public Relations, Social media sites, Event Planning, Executive Scheduling, Analytics, Newsletter Development, Email Marketing, Budget Tracking, Microsoft Excel, Adobe Systems Adobe Photoshop, Canva, MailChimp, Constant Contact, Project Management

EDUCATION

Master's of Digital and Social Media Communication
University of West Georgia | Carrollton, GA Dec 2024

Bachelor's of Science in Communication
University of West Georgia | Carrollton, GA May 2023

RELEVANT EXPERIENCE

Administrative Specialist
DeKalb County Government- Office of Commissioner Mereda Davis Johnson | Decatur, GA Jan 2025 - Present

- Oversee high-level scheduling to optimize stakeholder engagement & coordinate briefings and stakeholder communications.
- Synthesize key themes and strategic goals into executive-ready communications to support stakeholder alignment and public facing messaging
- Produced a 20-page biennial impact report summarizing over 16 community projects/events and policy initiatives.
- Manage complex workflows involving multiple stakeholders and tracked operational spending to ensure fiscal alignment across vendor services.
- Modernized organizational logo to keep up with industry trends.

Communications Specialist
DeKalb County Government- Office of Commissioner Mereda Davis Johnson | Decatur, GA Apr 2024 - Jan 2025

- Managed Instagram, Facebook and weekly newsletters (tailored to a 30K+ audience) content - increasing overall engagement across platforms.
- Kept updated information of events and initiatives published on the office's website.
- Created proclamations and event remarks; designed digital and print marketing materials.
- Developed digital campaign "District 5 Forward" to promote District 5 initiatives and civic engagement.

Social Media Graduate Assistant
UWG Alumni & Constituent Engagement | Carrollton, GA Aug 2023 - Dec 2023

- Create and post engaging content on all UWG Alumni social media pages.
- Research target audience, competitors and industry trends.
- Retain alumni participation.
- Develop event flyers using Canva.
- Analyze Meta Analytics to promote individual platform growth.

Public Relations Intern
Atlanta Convention & Visitors Bureau (ACVB) | Atlanta, GA May 2023 - Aug 2023

- Organize and keep track of organization's media placements.
- Write informational articles, press releases, and hiring releases for Discover Atlanta website.
- Volunteer and participate in ACVB member events (FBLA National Conference, SkillsUSA, ASAE)
- Create and distributes internal communication for employees using MailChimp.
- Conduct monthly and quarterly reports through MuckRack.
- Conduct meaningful research of Atlanta's hospitality industry.

Student Research Assistant
University of West Georgia Feb 2023 - May 2023

- Analyze and accurately code news articles on climate change based on key words.
- Organize collected data onto excel spreadsheet.

ADDITIONAL EXPERIENCE

Guest Services Advocate
Target | Atlanta, GA
May 2021 - Dec 2025

Tesla Advisor
Tesla | Decatur, GA
March 2024 - April 2024