

# Marcus Horton

The Ohio State University Class of 2023

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## EXPERIENCE

### **The Lantern Media Group, Columbus — *Web/Infographic Editor***

MAY 2021 - PRESENT

Managing a well-renowned student newspaper website built on WordPress, working with editors and reporters to ensure stories are published on time, designing and building project sites and data-based infographics, using website and newsletter analytics to optimize site traffic and revenue.

### **BuckeyeGrove, Columbus — *Student Intern***

APRIL 2020 - APRIL 2021

Created daily content for an established Ohio State sports site with an emphasis on meeting deadlines, attending press conferences, self-editing, and creating connections.

### **Madison Local Schools IT, Madison, OH — *Summer Intern***

SUMMERS 2018 and 2019

Learned basic programming skills and advanced Excel, updated and reimaged PCs, replaced/updated computer hardware and software, and managed large datasets in Excel.

## EDUCATION

### **The Ohio State University, Columbus — *Class of 2023***

AUGUST 2019 - PRESENT

3.846 cumulative GPA, four-time Dean's List honoree. Data Analytics major with a specialization in Data Visualization. Combined CSE, Statistics, and Design course load.

## PROJECTS

### **[Ohio State Basketball R Shiny Web App](#) — *(January 2021)***

Used R and its "Shiny" web app tool to create a site that tracks a number of Ohio State basketball statistics, including per game numbers, a recap of the last game completed, and a number of charts and graphs.

## SKILLS

Excellent written and verbal communication.

Punctual, works well with a team.

Mathematical and analytical problem-solving skills.

Skilled with Adobe InDesign and Illustrator.

Experienced with Wordpress backend management and a variety of plugins.

Experience with Google Analytics and AdSense.

Familiar with AP style writing in formal situations.

## DIGITAL LANGUAGES

Java, Python, HTML and CSS elements, R, Microsoft Excel, C, x86-64 Assembly

### [Custom Project Websites at The Lantern](#) — *(May 2021 - present)*

Custom websites built for special projects using DiviBuilder and CSS elements. Working alongside authors and the design team to implement their visions.

### [Flourish Visualization of Lantern Analytics](#) — *(Summer 2021)*

Series of data visualizations breaking down useful site and newsletter analytics from summer 2021. Data taken from Google Analytics and Constant Contact.

## **LEADERSHIP**

### [Data Analytics Academic Path Peer](#)

Helping prospective Data Analytics students with advising and future plans. Sharing experiences in the major and chatting with pre-majors about life in the major.

### [The Backpack Fund Charity](#)

Expanded an already-existing charity to my hometown. Raised over \$1,300 in two months and ended up giving away 160 backpacks to students in need. Organized giveaway locations, setup, funding, and outreach. Connected with local schools.