






CRAIG HORAN

URBAN PLANNER | EMAIL MARKETER

-  Montreal, QC, Canada
-  + 1 514 967 1664
-  craighoran8@gmail.com
-  www.linkedin.com/in/craig-horan-00853aa5
-  <https://www.craighoran.com/>

EDUCATION

MASTER OF URBAN PLANNING

McGill University, Montreal
2021 - 2023

BACHELOR OF FINE ARTS

Concordia University
2020

AWARDS

SOCIAL SCIENCES AND HUMANITIES RESEARCH COUNCIL AWARD

2022

GRADUATE EXCELLENCE FELLOWSHIP AWARD

2021

SKILLS

- Adobe Photoshop, Illustrator, InDesign
- HTML & CSS
- Microsoft Word, Excel, Powerpoint
- Miro, Figma, Asana
- Sketchup, GIS
- Customer.io, In-app messaging
- Report Writing, Copywriting, Editing
- Market Segmentation
- Research and Analysis
- Project Management
- Real Estate Development

LANGUAGES

- English - Native
- French - Professional

PROFILE

Detail-oriented development manager and digital marketer with 2+ years of experience in both fields. Comfortable with project management and multi-stakeholder coordination. Proficient with Microsoft Excel, the Adobe Suite, various writing techniques, and analysis. Increased cross-product adoption for businesses by 25% and secured over \$2 million in funding toward affordable housing projects,

WORK EXPERIENCE

COMMUNITY REAL ESTATE DEVELOPMENT MANAGER

Groupe CDH / Montreal, QC / 2022 - Present

My work at Groupe CDH involves managing the development of different affordable housing projects across Montreal.

- Identified new sites for development of affordable housing projects
- Applied for government and private grants on behalf of organizations, securing over \$2 million in funding
- Developed budgets to assess project viability

URBAN PLANNER

SUMA Architects / Panama City, Panama / 2022

At SUMA, I was primarily involved in developing a land management plan for the expansion of a UNESCO world heritage site.

- Created a four-chapter booklet using inDesign for the final plan submission
- Created informative maps on QGIS to illustrate different research concepts
- Researched several historic regions in the country, environmental concerns, relevant policies, and local governance structures

EMAIL MARKETER

LANDR Audio Inc. / Montreal, QC / 2019-2021

I was promoted to the role of email marketer, and assisted with the creation of drip campaigns, transactional emails, and in-apps.

- Contributed to a 10% revenue increase and a 25% increase in cross-product adoption
- Leveraged customer data to segment users for a personalized email experience and redesigned email templates to be mobile friendly
- Solidified LANDR's branding by coordinating with the creative and editorial teams to create effective marketing content