

CHRISTINE "TINA" HORN
Columbia, Maryland

VOLUNTEER WORK

- Howard County Public Schools (HCPSS) Community Advisory Council, 2019 to present, newly-elected Secretary (term begins June 2019)
- HCPSS Policy Development Committee for Policy 1080 Educational Equity, 2019 to present, committee member
- Start School Later of Howard County, 2018-present, co-leader
- Howard County Public Library, Undesign the Redline tour leader, 2018-2019
- HopeWorks of Howard County, Telling This Truth cast member, 2018
- People Acting Together in Howard (PATH), volunteer activist, 2012-present
 - Choir Showcase fundraiser co-chair, 2017
 - Social media team member, 2017-present
- Unitarian Universalist Congregation of Columbia
 - 2018 to present, Deconstructing Whiteness book club co-facilitator
 - 2014 to present, Black Lives Matter team member
 - 2013-2016, Nominating Committee member
- Cub Scout Pack 61, 2012-2015, Committee Chair and Assistant Den Leader
- Bryant Woods Elementary School PTA, 2010-2011 Membership Chair
- Domestic Violence Center of Howard County, 2000-2001, child care provider

PROFESSIONAL EXPERIENCE

ENTERPRISE COMMUNITY PARTNERS, Columbia, MD 2010-present

National affordable housing finance intermediary

Program Director, Data Management and Analysis

Integrate business data across Enterprise's various business units to enable impact and other analysis. Coordinate data standardization and data governance activities with IT department and business units. Improve data quality for Enterprise's historic database of real estate production. Provide information and analysis across Enterprise based on the historic database. Audit and ensure quality for funder compliance reports. Leverage social media to drive community use of Opportunity360 data platform.

AMERICAN ASSOCIATION OF NATUROPATHIC PHYSICIANS, Washington, DC · 2008-2010

National trade group serving naturopathic physicians, colleges and medical students

Director of Naturopathic Community Affairs

Lead membership operations. Design and implement social media presence, including Facebook and LinkedIn. Drive innovative creation and implementation of new marketing plans to enhance membership retention rates.

DMAA: THE CARE CONTINUUM ALLIANCE/DISEASE MANAGEMENT ASSOCIATION OF AMERICA, Washington, DC · 2007-2008

National trade group representing disease management, wellness, care coordination and population health improvement within healthcare platforms

Vice President of Membership and Marketing

Orchestrate membership and marketing operations. Lead promotion/marketing efforts, budgeting, and strategic planning. Direct Membership Coordinator and sponsorship sales efforts. Drive innovative creation and implementation of new marketing plans to enhance membership retention rates. Represent organization at conferences.

AMERICAN COLLEGE OF NURSE-MIDWIVES, Silver Spring, MD 2006

National individual membership organization serving certified nurse-midwives.

Director of Member Services

Developed and implemented marketing plans to improve membership retention rate.

Conducted organization's first membership exit survey. Improved the College's membership management systems, membership retention program, new member orientation program and lapsed member management processes. Managed Information Technology staff and vendors.

CHILDREN & ADULTS WITH ATTENTION-DEFICIT/HYPERACTIVITY DISORDER (CHADD),

Landover, MD 2005

National voluntary health agency offering services to those with AD/HD.

Director of Member Services

Developed and implemented marketing plans to improve membership retention rate. Designed and distributed the organization's first membership surveys. Utilized intelligence gathered to refine marketing materials. Streamlined data processing steps.

CONSUMER DATA INDUSTRY ASSOCIATION, Washington, DC 1991-2005

National association offering services to companies regulated by Fair Credit Reporting Act.

Senior Program Manager (2000 to 2005)

Developed and directed non-dues revenue-generating programs, including web-based educational products and services. Devised operational requirements, marketing strategies, and project plans for new e-commerce products. Coordinated 1-day training workshops. Maintained current website content and recommended design enhancements. Evaluated production and training software. Trained help-desk analysts.

Program Manager (1998 to 2000), Program Coordinator (1996 to 1998), Credit Community Network Service (CCNS) Coordinator (1993 to 1996), Member Services Assistant / Education Registrar / Accounts Payable Clerk (1991 to 1993)

TRAINING

Leadership Howard County Premier class 2016

Institutes for Organizational Management, US Chamber of Commerce 2000

FORMAL EDUCATION

UNIVERSITY OF DETROIT, Detroit, Michigan, Dean's List

Bachelor of Arts, Political Science, Minors in Mathematics and History