Sean August Horvath

Leveraging neurodivergent creativity to revolutionize digital marketing and content creation through AI integration and design.

CONTACT
sean@august.style
+1 (424) 744-7687

SOCIAL MEDIA
@seanivore
@style_droid

WEB & PORTFOLIO
aug.ltd
august.style

Meta Advertising Specialist / August.Style
AUG 2024 – PRESENT

Orchestrated diverse Meta ad campaigns, achieving $0.003 cost per engagement for Reels (29,822 impressions) and $0.31/follower growth via targeted promotions. Optimized video content and e-commerce strategies for August brand launch.
• Managed $119.97 ad spend across launch month campaigns
• Achieved $3.58 CPM, balancing awareness and conversion
• Analyzed CPM, CPC, engagement across campaign types

AI Tool Evaluator & UX Consultant / August House LLC
MAY 2024 – PRESENT

Enhanced AI-driven design tools through comprehensive UX evaluations and development team collaboration. Improved user satisfaction ratings by 20% and usability scores by 15%.
• Refined AI functionalities based on user feedback
• Increased output reliability and creativity in generative visual content

Production, Development / ArtMovementMuseum & Astrofluenced
JUN 2023 – PRESENT

Developed educational platform showcasing 30+ art movements, featuring 5,000+ prints and 6,000+ brand art pieces. Created Fashion Lookbook with 12 archetypes and 80 trend-aligned outfits.
• Custom-designed e-commerce site with enhanced UI/UX
• Implemented full-stack development with no-code backend automations
• Automated content production (80 weekly blogs, daily podcast) via AI/APIs, generating 3,000+ monthly visitors and viral moments
• Developing AI course for fashion and design applications

Creative Director / Silent Protocol
JAN 2022 – DEC 2022

• Led artist branding for web3 privacy dev startup
• Managed digital UX/UI web consulting
• Created 3,000+ print comic books for product education

Digital Business Consultant / August House LLC
JUN 2017 – PRESENT

Provided digital consultancy for emotion-centric, design-first development to clients including Social-tyze LLC, DDO Artists, EndoSim LLC, and HI Covid Task Force. Specialized in marketing and social advertising strategies.
• Managed brand development and web redesign for CK Heals LLC
• Delivered tailored solutions across diverse industries
• Executed owned/paid media strategies with analytics reporting

Marketing Innovations Manager / PETA, Inc
NOV 2011 – MAR 2018

Spearheaded social growth to 3.2B impressions and 1M+ monthly sessions. Led content teams to viral production and industry awards, implementing social-first strategies across organizations.
• Optimized digital ads, reducing cost per acquisition to $0.002
• Managed 1M+ download mobile app as Product Manager
• Achieved 9X video view increase, 380% Instagram engagement boost
• Earned industry recognition, including PR News Pro coverage

Core Competencies
• Digital Strategy & Innovation
• Creative Direction & Design
• AI Integration & Automation
• Viral Marketing & Content Creation
• User Experience (UX) Design
• Team Leadership & Development

Technical Skills
• Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition)
• Adobe Firefly & Beta Apps
• Web Development (Figma, Webflow Attributes API)
• Social Media Platforms & Analytics
• AI Tools & Machine Learning
• Data Analysis & Reporting (Google Analytics, Ads)

Domain Expertise
• Web3, NFTs & Cryptocurrency
• E-commerce & Digital Marketing
• Business Development & Strategy
• Psychology & Media Studies
• Art History & Visual Communication

Soft Skills
• Creative Problem Solving
• Cross-Functional Team Leadership
• Adaptability & Quick Learning
• Strategic Consulting
• International Perspective

Tools & Platforms
• Project Management & Automation (Notion, Make/Integromate)
• Email Marketing (Mailchimp et al.)
• Social Media Management (Hootsuite et al.)
• Financial Management (Quickbooks)
• Productivity Suites (Google Workspace)
• Social Media Platforms (Facebook, Instagram, Twitter/X, TikTok, LinkedIn, Pinterest, Snapchat, Threads)
• Business & Advertising Platforms:
  - Meta (Business, Ads, Commerce Manager, Creator Suite)
  - Google (AdSense, Search Console, Shopping)
  - YouTube (Studio, Ads)
  - TikTok (Business Center, Shop, Ads)
• E-commerce & Course Platforms (Etsy, Shopify, SquareSpace, Kajabi)
• AI & Machine Learning:
  - OpenAI (API, Playground, GPT-4)
  - Anthropic (Claude, Workbench, Prompt Builder, Projects)
  - Meta's Llama, Hugging Face
  - Stable Diffusion, Draw Things
• Remote Work Management (Hiring, Managing Remote Employees)