

"I love my job because Horizon cares about me! My team is great! I know that they support me and want me to be the best I can be. Horizon puts a lot of time into nurturing their employees and gives us countless opportunities to pursue what we love and are passionate about. When we're happy, that's when we do our best work!"

STEPHEN CACACE
Assistant Media Planner, Digital
and Former Summer Intern



- 9:30 AM:** Settle in at my desk with breakfast as I catch up on my emails and any updates in the trades (AdAge, Ad Week, Media Post, etc.)
- 10 AM:** Regroup with my team to see what needs to be accomplished for the day
- 10:30 AM:** Check our ad serving software to ensure that all of our live ads are running properly and that we are able to measure delivery
- 12 PM:** My team meets with a new potential partner over lunch to learn about the capabilities of their site and how we can work with them on a future campaign
- 1 PM:** Work with my team to evaluate the proposals from a variety of different sites and other partners in order to put together a recommendation for the client on which partners we should work with as a part of our new campaign
- 2:30 PM:** My team and I brainstorm with the brand team to think of some big ideas with partners like CNN, Spotify, and Xbox that we can use to promote a new show
- 4 PM:** For a campaign that recently concluded, I work on a wrap-up report in Excel and a corresponding PowerPoint deck to be
- 6 PM:** sent to the clients
- I finish up last minute emails and tasks before heading out for the day