



CHASE HOFFMAN

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Summary

Highly motivated Marketing Intern experienced in assisting the marketing department in advertising and promotional efforts. Conscientious, results-oriented individual passionate about creating marketing messages that resonate with the target audience. Dedicated team player recognized for consistently meeting deadlines while maintaining a positive, personable attitude.

Skills

- Software: Microsoft Office (Word, PowerPoint, Excel, Outlook), Google Workspace (Docs, Slides, Sheets, Gmail, Drive), Adobe Creative Suite (Photoshop, Illustrator, InDesign), Wix, Canva
- Social Media Digital Marketing
- Online Copywriting
- Team Collaboration
- Project Management
- Marketing Strategies

Experience

Tour Edge Golf

June 2021 – August 2021

Marketing Intern

Batavia, IL

- Leveraged Adobe software and Wix website builder to develop highly professional and functional web pages for a new line of innovation (Hot Launch 522 Series). Gathered relevant information including images and digital assets, created website copy, designed web layout, and launched on the company website.
- Designed Technical and Program sales materials totaling more than 40 pages which included product specifications, features, benefits, and pricing, then distributed them throughout the Tour Edge Golf retailer network.
- Established a new process to increase the efficiency and effectiveness of field company representatives; implemented an in-store checklist to better track retail inventory and displays across the United States.
- Responsible for creating weekly direct-to-consumer E-Newsletters; authored noteworthy news, supplied pictures, and scheduled mailing, enabling consumers to educate themselves about the company's recent work.

Firestar Diamond

June 2017 – January 2018

Office Assistant

Glen Ellyn, IL

- Assisted in-house marketing team with design ideas for private-label products.
- Maintained weekly spreadsheets for the sales team.
- Tracked office samples and maintained sample line inventory.
- Updated client information and organized files.

Education

Iowa State University

Bachelor of Arts, Advertising

Minor: General Business

May 2022

Ames, IA

ADVERTISING PROJECT EXPERIENCE

Valency Ad Agency

Director of Media

- Collaborated with a team on a student-made Advertising Agency at Iowa State, assuming responsibility as Director of Media.
- Created a campaign for HuHot Mongolian Grill to increase employee retention rates and presented a full IMC plan to company representatives.

- Conducted primary research including survey development and in-depth student interviews to understand core issues and inform potential solutions.
- Developed strategies and corresponding recommendations to improve the company program to better meet the needs of current and prospective employees.

Unagi Complete Ad Campaign

Creative Director

- Built a full advertising campaign starting from a creative brief. Developed into TV, radio, social media, and print ads.
- Identified a small company to amplify advertising strategy and effectiveness.
- Constructed creative brief to guide campaign development that included defining company background, objective, target audience, main message, and mission.
- Created cohesive set of advertisements that were linked together across mediums spanning TV, radio, social media, and print.

LEADERSHIP & CERTIFICATIONS

- **Digital Marketing Certification**, *Google* June 2023
- **Social Marketing Certification**, *Hootsuite* Social Marketing Course March 2022
- **Theta Delta Chi Fraternity**, *Philanthropy Chair* January 2021 – December 2021