



📞 570-517-1792

✉ Jeanine.Hofbauer@gmail.com

📍 5125 Cresco Drive
Pocono Lake, PA 18347

📍 105 Congress Road
Milford, PA 18337

Jeanine Hofbauer

Creator. Captivator. Analyzed Success Maker.

— Advertising, Marketing & Public Relations with a valuable network of professional relationships ignites efficient, effective partnership strategies

ACCOLADES

Pocono Mountains Visitors Bureau Gail Sterrett Marketing Award

2023

The renowned Destination Marketing Organization (DMO) annual award recognizing marketing professionals in the Pocono Mountains region

EXPERIENCE

Pocono Raceway Corporate Director

2021-Present

Marketing & Communications for

- Pocono Organics Farm – Market – Cafe
- The Village at Pocono: A Pocono Raceway Resort
- Sunset Hill Shooting Range Area Attraction
- * Apply Skills as Relatable to Each Business Brand
- * Develop & Manage Quarterly Marketing Budgets
Evaluate Statistics & Redirect Digital
Funding/Tactics

Hofbauer Strategies LLC

2010-Present

- Pocono Mountain Regional Police Foundation
- Pocono Mountain Regional EMS
- * Fundraising Development, Execution & Tracking
- * Communications: Social Media Management
& E-Newsletter

Hofbauer Strategies LLC dba HYPED

2016-2024

- Pocono Mountain School District
- * In-School Visits with Students Media Creation
Program
- * Business Sponsorships

SKILLS

- * Develop, Design & Execute
Efficient Marketing Strategies
- * Onsite & Outbound B2C & B2B
- * CRM Emails & Segmented Lists
Automation
- * SEO Website & Ranking Tag
Spreadsheet Management
- * PR Creation with News Media
Representation
- * Social Media
 - Page Responsibilities
 - Spreadsheet Calendar
 - Schedule/Direct
Contracted Videographers
& Utilize Content
 - Create Posts, Reels, Stories
 - Meta Business Portfolio
Analysis & Targeted Buys
- * GEO Targeted CPC Campaign
Development & Tactic Redirection
- * Evaluate & Use Source Analytics