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Jeanine Hofbauer

Create. Captivate. Strategic Analysis Success.

— 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

🔗 Hofbauer Strategies LLC

2013–Present

- 🔗 Sunset Hill Shooting Range Area Attraction
- 🔗 Pocono Mountain Regional Police Foundation
- 🔗 Pocono Mountain Regional EMS
- 🔗 Pocono Mountains Flight Fest

Marketing, Communications, Social Media
Management & E-Newsletter

🔗 Pocono Raceway

2021–2026

Corporate Director

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 dba HYPED

2016–2024

🔗 Pocono Mountain School District

In-School Visits with Students Media Creation
Program

Business Partnership Development

SKILLS

Develop, Design & Execute
Efficient Marketing Strategies

Onsite & Outbound B2C & B2B Marketing

CRM Emails & Segmented Lists
Automation

SEO Website & Ranking Tag
Spreadsheet Management

PR Creation with On Camera
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