

ANDREW HOFFMANN

VIDEO-FIRST MARKETER | CONTENT STRATEGY | SOCIAL PERFORMANCE

 Knoxville, TN

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 mediabyandrew.com



PROFILE

Creative marketing professional specializing in video-first digital strategy. Proven experience producing high-performing video content for audiences exceeding 800k+ subscribers and 83M+ views. Combines story telling, analytics, and platform optimization to drive engagement, retention, and brand growth.

EXPERIENCE

Video Intern | One Knoxville Sporting Club

Knoxville, TN | Mar 2026-Present

- Capture and produce game-day content driving engagement 7,000 live attendees and 20K+ digital audiences.
- Manage real-time media ingestion and organize scalable b-roll libraries.
- Develop high energy visual content optimized for sports media and social engagement.

Videography Intern | Center for Transportation Research, UTK

Knoxville, TN | Oct 2025-Present

- Develop storyboard concept and produce visual content supporting transportation research and education initiatives.
- Film and edit polished branded videos translating technical subjects into stories.

Founder & Content Creator | @thrillsofvirginia + @andrewhmedia

Feb 2016-Present

- Built and grew personal brands through original photo and video content across platforms.
- Developed content pipelines from concept development through production, publishing, and analytics.
- Optimized content strategy using engagement data to improve audience retention and reach.

Creative Director Intern | Kingdom Culture Agency

Knoxville, TN | Apr 2026

- Produced event content for 300+ attendees at the UT Knoxville Marketing and Sales Innovation Conference.
- Supported branded campaign production and executed 10+ attendee interview segments.
- Captured real-time social content for a 32,000+ follower audience.

Video Editor | Amir Odom YouTube (800k Subscribers)

Remote | Nov 2024-Dec 2025

- Edited high-volume YouTube content contributing to a channel with 83M+ total views and 800k+ subscribers.
- Optimized pacing, overlays, transitions, and editing flow to improve audience retention and engagement.

EDUCATION

University of Tennessee, Haslam College of Business

Master of Science in Marketing

B.S. Business Administration, Digital & Visual Marketing

Knoxville, TN

May 2026

May 2025

IMPACT

83M+

VIDEO VIEWS GENERATED

800K+

SUBSCRIBERS

60K+

LIVE/ DIGITAL AUDIENCES

10+

INTERVIEW SEGMENTS PRODUCED

PLATFORMS



YOUTUBE



TIKTOK



INSTAGRAM



META BUSINESS SUITE

TOOLS

DaVinci Resolve

Adobe Creative Suite

Canva

Power BI

SPSS

CAPABILITIES

Content Creation

Social Media Strategy

Brand Storytelling

Photo + Video Production

Audience Growth



PORTFOLIO
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