

ANDREW HOFFMANN

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Creative marketer working towards a Master of Science in Marketing, passionate about content creation, brand storytelling, and marketing strategy backed by data. Skilled at developing engaging strategies that boost audience connection and drive measurable results.

EDUCATION

The University of Tennessee, Knoxville, Haslam College of Business	Knoxville, TN
Bachelor of Science in Business Administration, Digital & Visual Marketing	May 2025
Master of Science, Marketing	May 2026

WORK EXPERIENCE

Videography Intern | Center for Transportation Research, UTK Knoxville, TN | Oct. 2025 - Present

- Crafted strategic storyboards for short and long form video creation and generation.
- Filmed and edited captivating videos that tell stories about transportation research and education.

Video Editor | Amir Odom (YouTube) Remote | Nov. 2024 - Present

- Supported a channel with 740,000+ subscribers and 66+ million total video views.
- Edited and optimized videos using DaVinci Resolve to reduce pauses and distractions, enhancing viewer retention.
- Created dynamic overlay effects and visual elements and aligned multimedia elements within frames.

Leasing Professional | The Commons at Knoxville Knoxville, TN | Jul. 2024 - Dec. 2024

- Engaged with 30+ prospective residents weekly through tours and personalized communication.
- Developed and implemented tailored leasing strategies to align with current marketing promotions.
- Delivered exceptional customer service by promptly addressing resident needs through several communication channels.

MARKETING PROJECTS

Josh Bruce Music | Music Video Knoxville, TN | July 2025 – Aug. 2025

- Directed and filmed a 3-minute music video using videography skills to tell the story of the lyrics.
- Edited video using Davinci Resolve with on-time cuts, captivating color grading, and audio adjustments to increase viewer retention.

Clayton Homes | Graduate Student Project Knoxville, TN | July 2025

- Developed a customer survey testing multiple communication scenarios to identify preferred engagement styles.
- Analyzed data in SPSS to evaluate customer responses and uncover behavioral insights.
- Created a professional presentation summarizing findings and strategies recommendations for improved approaches.
- Delivered a 10-minute presentation, effectively explaining insights and supporting recommendations with data.

ACTIVITIES

Owner, @thrillsofvirginia + @andrewhmedia

Feb. 2016 - Present

- Built and currently maintain a social media presence with 3,000+ followers by producing high-quality photo and video content.
- Manage all aspects of content creation, including conceptualizing, filming, editing, and publishing videos and photos.
- Enhance photography and videography skills using advanced tools such as Adobe Lightroom and DaVinci Resolve.
- Analyze engagement metrics and optimize content strategies to improve reach and audience interaction.

University of Tennessee, Knoxville

Knoxville, TN

Marketing and Sales Collaborative Program

Aug. 2024 - May 2025

- Utilized digital marketing and design strategies to generate ticket sales for the Rocky Top Golf Tournament.
- Coordinated volunteer and staff scheduling using Microsoft Excel, optimizing event planning and logistics.
- Implemented project management techniques to ensure smooth event execution and participant satisfaction.

AMaZe Group

Feb. 2024 - May 2024

- Developed a comprehensive marketing strategy for the International Coaching Federation, Tennessee Chapter.
- Specialized in print and digital media content creation using Canva and Adobe Creative Suite.

SKILLS

Technical: DaVinci Resolve; Adobe Creative Suite; Canva; Color Grading; Video Editing; Photo Editing, Photography, Videography, SPSS, Microsoft Power BI

Marketing: Digital Marketing; Social Media; Content Creation; Event Planning; Market Research

Professional: Customer Service; Leadership; Management; Project Management; Sales