

ANDREW HOFFMANN

andrew12hoffmann@gmail.com | Knoxville, TN | linkedin.com/in/andrew-hoffmann-025452265

www.mediabyandrew.com

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

Video Editor | Amir Odom (YouTube)

Remote | Nov. 2024 - Present

- Supported a channel with 640,000 subscribers and 55 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.

Business Development Intern | Yesler Media

Remote | Apr. 2024 - Jun. 2024

- Conducted market research and identified 100+ potential leads that matched target demographics.
- Scheduled and facilitated 20+ client meetings, building rapport and demonstrating product value.

Ride Operator | Kings Dominion

Doswell, VA | May 2022 - Aug. 2022

In-Charge Ride Operator

May 2023 - Aug. 2023

- Supervised a team of 15+ ride operators, ensuring compliance with safety protocols and operational guidelines.
- Trained associates using the International Ride Operator Certification (IROC), leading to a 100% compliance rate.
- Operated amusement rides while prioritizing guest safety, contributing to zero safety incidents throughout the season.
- Communicated with 2,000+ park guests daily and resolved concerns swiftly to deliver a satisfactory and safe experience.

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

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

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