

MEGAN HOFFMAN

FREELANCE MARKETING

EXPERIENCE

Creative Juice, ink 2008 - present
Freelance Digital Marketer

- Social media manager
- Freelance marketing projects
- Content creation - graphic design
- Wine education
- Copywriter

WineShop at Home 2007 - 2011
Sales Director, Team Leader & Trainer

- Sales Director leading in-home guided wine tastings
- Wine education & training
- Digital marketing
- Meeting & event planning

CLIENTS

Vineyard Wine Cellars

Social media manager, website content development, email marketing, blog content, brand development

Catalina View Gardens, Vineyard & Wine

Social media manager, website design and maintenance, web copy

M Cellars

Social media manager, blog content, website updates, email marketing, wine e-commerce management





Sweis, Inc.

Website oversight, social media manager, email marketing, sales & education collateral creation, bi-monthly buying guide production

Westmont Hospitality Group

Sales and marketing collateral creation, social media manager, quarterly newsletter design & production, meeting & event planning, preparation of portfolio reports, and business plans

CONTACT

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Personal: www.winepairtravels.com

SKILLSET

- Social Media Marketing
- Content Creation
- Copywriting
- Email Campaigns
- Web Design & Maintenance
- Meeting & Event Planning
- Brand Positioning
- Sales
- Wine Education

TECHNOLOGY

- Photoshop
- Mailchimp/Constant Contact/Klaviyo
- Adobe Spark
- Canva
- MS Office
- Wordpress
- Wix
- Shopify
- Squarespace

EDUCATION

University of San Diego
Bachelors of Business Marketing

*Cheers!
Megan*