

MEGAN HOFFMAN

FREELANCE MARKETING

EXPERIENCE

Creative Juice, ink 2008 - present
Digital Marketing & Brand Development

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

Vineyard Wine Cellars 2020 - present
Freelance Marketing

- Social media manager
- Website content development
- Email marketing
- Blogging
- Brand development

Sweis, Inc. 2018 - 2021
Marketing Manager

- Oversight of website
- Social media manager
- Email marketing
- Sales & education collateral creation
- Bi-monthly buying guide production


Westmont Hospitality Group 2013 - 2018
Asset & Operations Manager

- Preparation of portfolio reports, and business plans
- Creation of sales and marketing collateral
- Social media manager
- Quarterly newsletter design & production
- Meeting & event planning


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

CONTACT

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SKILLSET

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

TECHNOLOGY

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

EDUCATION

University of San Diego
Bachelors of Business Marketing

*Cheers!
Megan*