



RECENT EXPERIENCE

Digital Solutions Director

KFYR-TV (12/2013-Present)

- Administer multi-platform digital operations and revenue for the NBC and FOX affiliates across four markets.
 - ▶ Direct digital publishing and content management, coach news personnel and web producers, perform competitive analyses and conduct strategic planning to grow traffic and engagement, coordinate technical support, and implement evolving digital initiatives.
 - ▶ Supervise on- and off-platform digital revenue by educating and supervising 14 account executives, maximizing third party revenue, establishing product and pricing strategies, planning and optimizing client marketing campaigns, managing traffic and inventory, and establishing budgets.
- Assist Promotions Director with planning and executing station marketing initiatives and special projects.

Sales & Website Coordinator

KXMB-TV (11/2009-05/2013)

- Provided administrative and marketing support to the local CBS and ABC sales teams in four markets.
- Coordinated digital sales and operations.

Property Manager

Goldmark Property Management (10/2007-10/2009)

- Managed a portfolio of residential properties totaling up to 319 units, which included budget and revenue accountability, rent collection, maintenance coordination, and employee supervision.

Store Manager

CVS/pharmacy (10/2004-10/2007)

- Managed a succession of retail stores in various socioeconomic environments, often during new store openings, which included store operations, inventory management, annual sales and revenue ranging from \$1.5-\$5 million, and up to 20 direct reports.

AWARDS AND HONORS:

- 3x LMA Digital Innovation Awards
- 3x NDBA Teddy Awards
- 4x Eric Sevareid Awards
- Upper Midwest Emmy Award
- AP Great Plains Broadcast Award
- CVS/pharmacy Paramount Award
- President's Honor Roll; 3.96 GPA.

SELECTED ACHIEVEMENTS:

- Escalated KFYR-TV into the **indisputable digital market leader** in traffic, engagement, and revenue, overtaking leads previously obtained for KXMB-TV.
- **Increased traffic by 859%** and **revenue by 1,354%** since 2014, achieving the company's highest traffic growth in 2016 and 4th-highest in 2018 (out of 52 markets).
- Attained a **78% digital revenue market share** for KFYR-TV.
- Designed new logo and branding for KFYR-TV's *North Dakota Today* morning show in 2018.
- **Increased Net Operating Income (NOI) by 19%** at Goldmark... the company's second-best NOI in 2009.
- **Improved Manager Control Profit by 14%** and customer service by 15% at CVS/pharmacy.



ADDITIONAL EXPERIENCE

Real Estate Agent

Bianco Realty (12/2012-12/2013)

- Licensed REALTOR® assisting clients with buying, selling, and leasing real property

Owner/Webmaster

Hoffman Creations (1998-Present)

- Hoffman Creations operates a network of websites that offers all-original content and services, including BisManCafe.com



EDUCATION

GPA: 3.96

A.A. and A.S. - Elementary Education

Bismarck State College (08/2016)

- Obtained dual AS and AA degrees with emphases in Elementary Education.

A.A.S. - Business Management

Bismarck State College (12/2013)



SKILLS & APTITUDES

Common Software:

- Adobe Creative Suite: Photoshop, InDesign, Illustrator, Dreamweaver
- Microsoft Office: Word, Excel, PowerPoint, Publisher, Outlook
- Yardi Voyager
- Ad trafficking and reporting systems, including OSi-Traffic and Wide Orbit
- Programming and inventory database maintenance, including OSi-AdConnections and WO Media Sales
- Customer Relationship Managers and budget management systems, including karmaCRM and Matrix

Management:

- Hiring, training, and supervising up to 20 direct reports
- Multi-million dollar sales, inventory, and revenue management, budgeting, and forecasting
- Retail store setups and rental property lease-ups
- Multi-asset/property management

Miscellaneous:

- Solid understanding of marketing principles, including CPT, ratings, dayparting, flighting, reach, frequency, copywriting, and branding

Social Media:

- Engaging users and administrating multiple social media accounts through Social News Desk and Hootsuite
- Multi-channel competitor analysis using tools such as CrowdTangle

Website Administration:

- Server Administration: WHM, cPanel, Virtuosso, MySQL & phpMyAdmin
- HTML, CSS, and PHP Coding
- Wordpress Installation and Development
- Content Management Systems, including Wordpress, Clickability, and Frankly/WorldNow
- Analytical Tools: Google Webmaster Tools (including Analytics), WebTrends/Comscore, DFP, Facebook Insights, CrowdTangle
- Digital Marketing: Search Engine Optimization (SEO), Pay-Per-Click (PPC), YouTube, OTT, social media, AdSense, AdWords, & DFP
- Google Web Designer
- CDNs using Amazon AWS (S3, Cloudfront)

Online Resume & Portfolio: hoffmancreations.com/resume