

# Lisa Hofmann

Public Relations, Marketing and Communications  
Professional with experience in the outdoor wear, education  
and medical sectors



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## Summary

I have experience in education, communications, public relations and marketing. I have designed and written copy for media pitches, press kits, press releases, brochures, fact sheets and promotional materials. I have coordinated events around the United States, as well as represented companies and brands at events, expos and trade shows. I aided in the launch of a new company and drove media and potential customers to it.

I seek to continue to use my strong work ethic, positive attitude and desire to make a difference to continue to grow as an education, communications, public relations and marketing professional.

### Specialties:

- \* Branding
- \* Communications
- \* Marketing
- \* Product Placement
- \* Promotions
- \* Public Relations
- \* Event Coordinating
- \* Event Planning
- \* Event Management
- \* Customer Service
- \* Non-profits
- \* Social Media
- \* Copy Writing
- \* Event Marketing
- \* Elementary Education
- \* Progressive Education
- \* Sustainable Agriculture
- \* Nutrition

## Public Relations



- ~Op-eds, pitches, press releases, media alerts, promotional materials and newsletters
- ~Main media contact
- ~Event coordination and management
- ~Represent company at expos around the country
- ~Public relations strategy

## Promotions



- ~ Spokesperson for several brands and causes
- ~ Designed, executed and delivered promotional materials for Advitam Sports
- ~ Delivered promotional materials as well as promoted brands for GMR Marketing and Momentum Worldwide

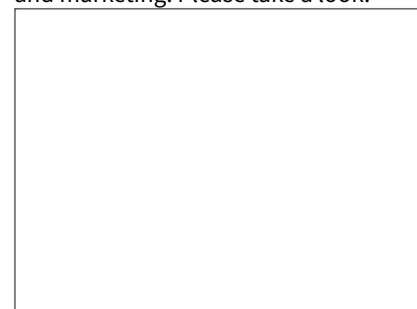
## Marketing



- ~ Member of the team that rebranded A Community for Education to better align their logo and acronym with the non-profit's ideals and values
- ~ Part of the branding team used by William Grant and Sons to promote their brands
- ~ Marketing Strategy
- ~ Marketing plans

## Portfolio

This is a collection of my work to date in public relations, communications and marketing. Please take a look.



Press Release

1st and 2nd Grade Classroom Assitant

Jan 2016 - May 2016

Horizons K-8

- ~ Work closely with lead teacher to develop lesson plans for small groups of students and individual students
- ~ Implement lessons to introduce new material to small groups or re-teach students that are struggling
- ~ Support lead teacher in whole group lessons

Public Relations Coordinator and Dealer  
Services Representation

Oct 2013 - Aug 2014

Fenix Outdoor Group

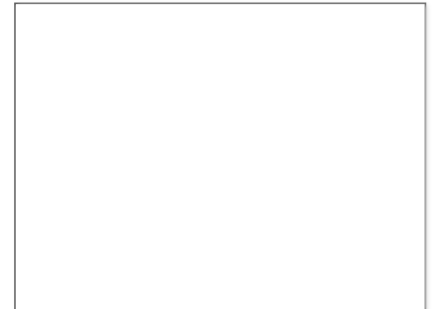
- Responsible for Hanwag boot line including: order input, shipment tracking, warranty issues and questions, tracking product changes and editing catalogues
- Input orders and answer questions for sales representatives and accounts for Fjallraven in: Mid-Atlantic, Mid-Western, New England and Rocky Mountain territories
- Organize and promote events at retail locations to drive brand awareness and product knowledge
- Manage daily PR functions in house including: copy-writing, media relations, product management, coordinating sample requests and managing incoming and outgoing samples, sending professional images



Press Kit

## Public Relations and Marketing Coordinator May 2013 - Sep 2013 Planned Parenthood of the Rocky Mountains

- Create marketing plans for health centers and new services being offered
- Create and implement new marketing strategy as healthcare reform rolls out
- Create media plans for product and service launches
- Write and edit copy for donor newsletter, internal newsletter, letters from CEO, press releases, pitches, opeds and media pitches
- Responsible for creating and delivering weekly media report
- Answer student requests
- Input data to track response rates of different coupons
- Put together competitive assessments, as well as analyze data for products and services offered



Newsletter

## Coordinator Jan 2011 - May 2013 Advitam Sports

- Responsible for Public Relations, Marketing, Media Relations, Social Media and Communications
- Handled customer complaints and concerns leading to program modification
- Create and deliver press releases, media kits, media alerts, promotional materials and e-newsletters
- Coordinate events
- Represent company at expos around the country
- Generate talking points
- Input data on clients and discover target demographic to evaluate which events and trade shows Advitam should be attending



ABC Pitch

## Brand Ambassador Jun 2011 - Jun 2012 GMR Marketing

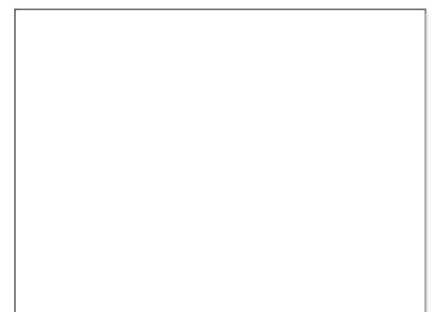
- Represented brands at events around the Mid-Atlantic region
- Illustrated enthusiasm about brands
- Promoted new products and distributed promotional materials
- Performed Marketing Surveys



Oped

## Brand Ambassador Jul 2011 - Dec 2011 Momentum Worldwide

- Represented William Grant and Sons premiere brands of liquor at events throughout the greater Philadelphia and New York City regions
- Distributed promotional materials and ensured the consumer was knowledgeable on the brands
- Photographed all events



Scottsdale Retreat Fact Sheet

## Kindergarten Tutor 2009 - 2010 A Community for Education (ACE)

- Americorps program

- Responsible for writing lesson plans for eight kindergarten students struggling with reading and writing
- Taught students the alphabetic principle and basic reading and writing skills
- Part of marketing committee responsible for the rebranding of the organization

Promotions Associate

2009 - 2010

Urban Roots

- Promoted the organization at events throughout the community
- Spoke on the organizations goals and values
- Helped table at events and input data for further growth



Media Plan for ICYC

Elementary Education Licensure

2014 - 2016

University of Colorado

Bachelor of Arts

Aug 2004 - Dec 2008

University of Colorado

