

**Get in touch.**

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**Jeff  
Hodgens.**

## Education

**MPA - Public Administration**  
California State University Long Beach

**BA - History**  
California State University Fullerton

## Expertise

Campaign Design / Optimization  
Market Analysis  
SEO Optimization  
Google AdWords / Analytics  
Growth Analysis  
Audience Segmentation  
Digital Marketing (Email & Social)  
Focus Groups  
Social Media  
Communication  
Web Management

### Software

InDesign  
Photoshop  
Lightroom  
Illustrator  
Final Cut Pro X  
Raisers Edge

### Web Dev

HTML  
CSS/LESS/SASS  
Javascript  
Jekyll  
Wordpress

## Certifications

**Google Analytics**  
ID: 50957999

**HubSpot Content Marketing**  
ID: 12774b2ade2248e8bd197cd32bd0546

## Cool Stuff

- Re-branded all print/digital materials for CHOC Foundation including creating foundation style guide.
- Implemented regular photo/video shoots to capture patient stories for marketing purposes.
- Created a video series entitled 'Why We Walk' in partnership with Disney, highlighting patients and families who participate in our annual CHOC Walk in the Park at Disneyland Resort.
- Held marketing focus groups to better understand public perception of CHOC Foundation.
- Analyzed and segmented foundation audiences to better target ads.

## Experience

**Assoc. Dir. Content Development & Branding**  
*CHOC Children's Hospital / CHOC Foundation*  
Orange, CA / 2018-Present

In my current role, I have the privilege of doing some amazing things with some amazing people.

- I create ads (google, facebook, instagram, linkedin, youtube and print);
- I take photos of patients and families which get used in all;of CHOC's marketing collateral.
- I make heartfelt videos for partners like Disney;
- I share incredible stories through photos videos and blogs which get shared all over social media;
- I analyze data to see who and where we can target for the most impact;
- I create and design campaigns and measure success and ROI and KPI's through lots of different reports.

I get to do a little bit of everything. And it is awesome.

**Asst. Dir. Foundation Relations/ Gift Processor**  
*CHOC Children's Hospital / CHOC Foundation*  
Orange, CA / 2015-2018

I was originally hired as a Gift Processor at CHOC Foundation, however, after improving a months-long process to a few weeks, I was offered the opportunity to be a grant writer. Through the creation of new relationships and the continued cultivation of existing ones, I assisted in securing several, large gifts (50k - 200k+) in support of 4.8 million dollar department goal.

**Pricing Manager**  
*Foundation Building Materials*  
Orange, CA / 2012-2015

I created and managed all price matrices for every customer. As the company grew to a national level, I assumed these responsibilities for the West Coast.