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Get in touch.

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

Jekyll

Wordpress

Javascript

SEO

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.

Jeff

Hodgens.

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) that funnel our gift pipeline;
- I take photos of patients and families which get used in proposals and reports;
- 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. I left in 2015 after completing my MPA, to pursue a nonprofit career.

Marketing

Just a few years so, media plans, audience segmentation, and any form of search ad simply didn't exist for CHOC Foundation. In the short time my team has existed, we've expanded our efforts to ensure that our name shows up when you search, that appropriate audiences are seeing our ads (and converting at an impressive rate!) and that we have plans and strategies in place for every internal and external audience.

Media Plans

Foundation Media Plan & Asset Development

GOAL

To help the CHOC Foundation create a plan & assets that provide targeted COVID media messages to various CHOC donor audiences, driving them to donate money towards COVID-19 supplied by driving to the [COVID Donation page](#).



Google Search Ad's

| CHOC Foundation

CHOC Foundation

Together We Can Make A Change

Donate Today

<https://foundation.choc.org/kindness/>

choc-kindness

foundation

Your generosity can ensure that children receive the care they need

Support your local children's hospital by donating to a great cause

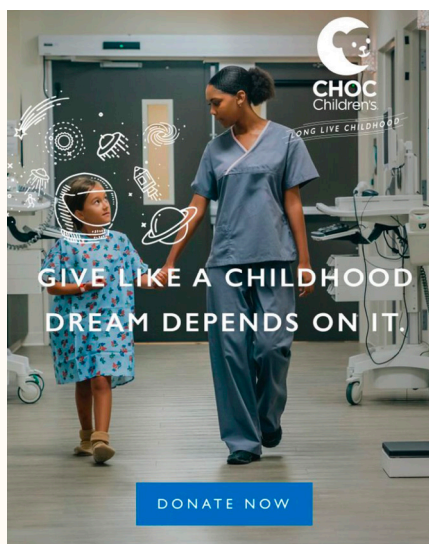
CHOC Children's Foundation

Kindness Will Not Be Canceled

Donate Now To Help

<https://foundation.choc.org/kindness/>

choc-kindness

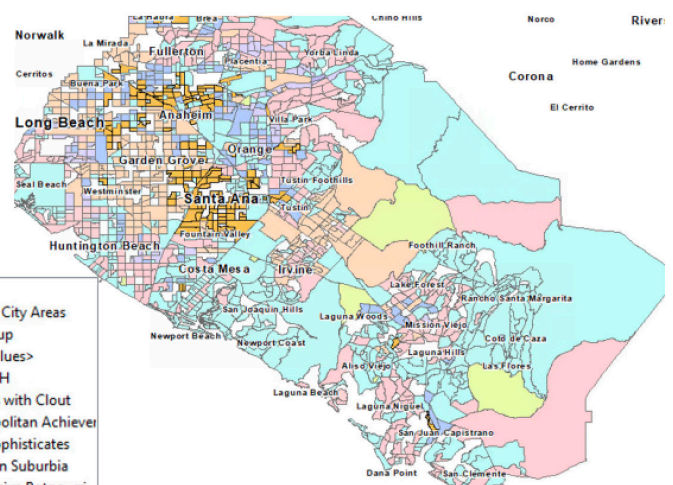


Audience Segmentation

Top Lifestyle Segments

	Count	% Count	Base Count	% Base Count	Penetration	Index	Total Volumetric	
	84	1.03%	18,032	0.64%	0.47%	162	12,430	147.97
	359	4.39%	79,549	2.80%	0.45%	157	65,612	182.76
	28	0.34%	6,429	0.23%	0.44%	151	2,439	
	17	0.21%	4,051	0.14%	0.42%	146	1,205	
	1	0.01%	258	0.01%	0.39%	134	85	
s	1,138	13.92%	307,409	10.84%	0.37%	128	274,393	241.11
urri	1,052	12.87%	296,805	10.47%	0.35%	123	158,002	150.19
onalists	1,022	12.50%	305,009	10.75%	0.34%	116	113,301	110.8
ivers	1,099	13.45%	333,208	11.75%	0.33%	114	257,141	233.97

Top Lifestyle Segments (OC Map)



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Branding

CHOC Foundation branding was a nightmare prior to the team's creation. There was absolutely zero consistency, and more people were making in flyers in Microsoft Word and Paint (yeah, Paint) than utilizing tools and software like Adobe InDesign. I led the team in the creation of our new brand identity. Visually consistent to know where it is from CHOC Foundation, but similar enough to the CHOC Hospital branding, that you know we are the same organization.

Other branded projects : CHOC Walk In the Park; #ForCHOC; Wyland Foundation; Business Beanies (you can see these at jeffhodgens.com)



Photos

We began to incorporate meaningful photography into as many assets as possible. Visual aesthetics became essential to our overall brand identity and communication methods. All KPI's - social media, web traffic, donations, etc.- were significantly increased because we began to not only verbally communicate to our audiences, but visually. We made sure that each audience was both, hearing, and seeing what was most important to them.

Almost all of the photos the hospital uses are actual patients and families and were taken by myself.
(All have consented in accordance with CHOC guidelines and agreed to be used for media purposes)

