

www.michaeljhoffer.com

**MICHAEL HOFFER**  
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## EDUCATION & AWARDS

### **The Ohio State University | Fisher College of Business**

**Columbus, Ohio**

*Pursuing a BSBA specializing in Marketing with a minor in Social Psychology*

*August 2017 – May 2021*

- Directly admitted into Max M. Fisher College of Business through the FisherDirect Program
- Awarded The Ohio State University Provost Scholarship based on merit

GPA: 3.3

Major GPA: 4.0

### **St. Xavier High School**

**Cincinnati, Ohio**

*High School Academic Diploma with Honors*

*August 2013 - May 2017*

- Top 20% in graduating class of 379 with ACT of 32
- Elected President of National Honors Society, School President (Student Council)

GPA: 4.0

## PROFESSIONAL EXPERIENCE

### **Grant Us Hope | Suicide Prevention Non-Profit**

**Cincinnati, Ohio**

*Volunteer Marketing Intern*

*August 2020 - Present*

- Write abstracts to podcasts with focus of bolstering SEO Ranking to increase organic search impressions and clicks
- Update and maintain website through WordPress

### **The J.M. Smucker Company**

**Orrville, Ohio**

*International Marketing Intern*

*May 2019 – August 2019*

- Gained exposure to consumer-packaged goods industry at a Fortune 500 company with 40+ iconic brands
- Presented summer long research project to VPs and full-time employees recommending how to capture a \$180M growth opportunity in 7 specified target international markets
- Researched regulatory environments and consumer behavior in Asian Pacific and Latin American countries extensively

### **Master of Business Logistics Engineering Program**

**Columbus, Ohio**

*Marketing and Digital Media Intern*

*April 2019 – Present*

- Manage social media presence of Fisher College of Business master's program on multiple platforms
- Conduct market analysis of competitors to identify strengths and weaknesses to identify areas for potential growth
- Aid in planning and operations of new member recruitment and alumni involvement events

### **ProCamps**

**Cincinnati, Ohio**

*Marketing and Sales Intern*

*May 2018 – August 2018*

- Developed new strategies to push promotional offerings in order to reach a new client base in several cities
- Connected with potential clients to sell paid registration to events in order to reach company's revenue goal of \$2 million

### **IMG College | University of Cincinnati**

**Cincinnati, Ohio**

*Property Assistant*

*May 2018 – August 2018*

- Conducted market research in emerging target industries in order to provide actual recommendations to manager
- Managed advertising revenue streams by organizing client contracts with University of Cincinnati collegiate sponsors

## LEADERSHIP & INVOLVEMENT

### **Delta Sigma Pi Professional Business Fraternity | Nu Chapter**

**Columbus, Ohio**

*Vice President of Scholarships & Awards*

*November 2018 – Present*

- Represented Ohio State chapter, one of the largest in the nation, at national leadership conference
- Established a tutoring program to maintain a system of academic assistance within the fraternity
- Wrote nominations for awards for deserving brothers within the chapter for OSU and for national chapter awards

### **Sigma Alpha Epsilon Fraternity | Ohio Theta Chapter**

**Columbus, Ohio**

*Alumni Relations Chair & Scholarship Chair*

*November 2018 – Present*

- Created monthly newsletter to increase involvement and to foster tighter connections within network of 450 alumni
- Organized and managed mentorship initiatives to pair brothers with alumni to provide professional development opportunities and industry-specific career advice
- Facilitated professional development of brothers through resume editing and workshops

## SKILLS & CERTIFICATIONS

- Certified in digital marketing tools: **Google Analytics**, **Google Ads Display**, and **Google Ads Search**
- Proficient in Microsoft Word, PowerPoint, & Excel
- Experienced in use of social media platforms: LinkedIn, Twitter, Facebook, Instagram, Pinterest, Snapchat, & TikTok