

Scott Hoffmann

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linkedin.com/in/scotthoffmann // New York, NY

* Professional summary

Customer experience and brand communications professional with 5+ years in managing organic communities, developing internal resources, and facilitating cross-functional collaboration.

* Experience

Community Manager // Shake Shack

May 2023 – November 2024; New York, NY

- Delivered timely, on-brand responses across multiple social platforms, cultivating trust, boosting engagement, and capturing feedback for product and service improvements
- Developed and regularly updated a centralized resource of communication guidelines, FAQs, and escalation workflows, ensuring consistent messaging and streamlining new-hire onboarding
- Leveraged sentiment analysis tools to collaborate with marketing, hospitality, and culinary teams on campaign strategies, menu refreshes, and rapid issue resolution

Senior Associate, CX & Community Management // Brooklinen

September 2021 – May 2023; Brooklyn, NY

- Led end-to-end purchase support across social channels while maintaining an extensive library of internal resources (templates, SOPs, style guides) for consistent brand communication
- Coordinated sentiment insights and community feedback with social, influencer, retention, and PR teams, bolstering launch campaigns and guiding ad-hoc crisis response efforts

Community Associate // Away

June 2019 – September 2021; New York, NY

- Managed a dynamic online community, fielding social inquiries to provide tailored pre- and post-purchase support, fostering long-term brand loyalty
- Contributed to social strategy by ideating timely, innovative content for multiple platforms, while delivering consistent volume and sentiment reports to inform data-driven decisions

Add'l roles: Sales Supervisor, NoHo Flagship Store (November 2018 – June 2019)

Marketing Communications Coordinator // 3M

June 2016 – January 2018; Meriden, CT

- Led content development for 50+ SKUs, refining product info across channels and creating sales decks, trade show materials, and online campaign proposals to drive product visibility
- Facilitated cross-functional collaboration among regulatory, legal, engineering, and executive stakeholders, ensuring consistent product content, alignment, and adherence to industry standards

Technical Specialist // Apple

July 2016 – June 2017; Farmington, CT

* Education

University of Connecticut (Bachelor of Arts; Communication) // Storrs, CT

* Skills and software

Domains: Community management, social media marketing, hospitality & client services, brand communications, data analytics, artificial intelligence (AI)

Proficiencies: Notion, Obsidian, Sprout Social, Gladly, Kustomer, Guru, TextExpander, Upfluence, Adobe Creative Cloud (Photoshop/Illustrator/InDesign), Microsoft 365 (Word/Excel/PowerPoint), Google Workspace (Docs/Sheets/Slides)