

DOV I. HOFFMAN

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EDUCATION

Towson University

Towson, Maryland

Bachelor of Science in Business Administration

May 2010

- Runner-up in *The Associate* competition, an adaptation of the NBC hit series “The Apprentice”
- Concentration in e-Business and Marketing
- Cumulative Grade Point Average 3.27

WORK EXPERIENCE

COLUMBIA Technologies

Baltimore, Maryland

Marketing Specialist

June 2010 – Present

- Serve as the in-house lead for all marketing activities in support of national operations in 45 of 50 states and overseas
- Position the company as the industry leader through marketing vehicles: internal and external corporate communications, websites, webinars, email marketing, tradeshow, and conferences
- Review, revise, and rebuild all marketing material including brochures, business presentations, flyers, and sales proposals
- Plan an effective tradeshow presence by creating appropriate collateral packages, determining personnel presence, and managing all event organization logistics related to shipping, setup, and tear-down
- Design, build, incorporate, and handle main creation plans including emails, affiliate, online and contextual materials
- Develop and administer marketing database including client and prospect information while performing data analysis to review sales trends and provide reports to senior management in identifying targeted sales prospects

American Eagle Outfitters

Owings Mills/Towson, Maryland

Sales Representative

August 2006 – January 2012

- Calculated purchases for customers using the cash register and efficiently assisted them throughout their transactions
- Responsible for price changes at end of season and marking prices for new products as inventory arrived
- Received recognition for number of credit card sales in State of Maryland which resulted in increased business profits
- Trained new employees in using the cash register, effective customer service practices, and proven tactics to increase sales
- Adhered to all business codes of conduct

CareOne Debt Relief Services

Columbia, Maryland

Contributing Writer

March 2010 – December 2011

- Produced relevant bi-weekly posts while coordinating with the blogging team adhering to a content schedule and editorial calendar
- Composed articles highlighting various challenges in employment and lifestyle for a recent college graduate
- Demonstrated exceptional writing skills and proficiency while developing original articles based on content objectives, feedback, and personal insights related to debt relief approaches
- Researched financial trends and money management tips to determine editorial strategy prior to writing in order to confirm accuracy and refine message of article/blog post

MacKenzie Commercial Real Estate Services, LLC

Lutherville, Maryland

Marketing Assistant

September 2009 – December 2009

- Created and revised articles, brochures, flyers, listing files, and presentations
- Designed, edited, and scheduled electronic mailings via email marketing solutions sent to over 600 individuals
- Assisted in website management using website administration tools to maintain and upload content for the end user
- Managed a direct mail campaign reaching over 375 individuals; as a result awareness of services increased within this segment
- Contributed relevant research providing information for the brokerage team while working closely with the Director of Research

Constellation Energy

Baltimore, Maryland

Project Management Intern

May 2009 – August 2009

- Managed multiple details for four Leadership Development training sessions
- Collaborated with all members of the training team while rapidly coordinating multiple training sessions
- Organized content for training manuals, course materials, and session pre-work for over 100 attendees
- Served as key logistics liaison for senior business leaders, facilitators, participants, and hotel/restaurant contacts
- Received positive feedback and performance evaluations from key constituents

R2integrated

Baltimore, Maryland

Marketing Intern

February 2009 – May 2009

- Researched new opportunities for events, partnerships, and advertising efforts to increase market share
- Assisted with various email marketing campaigns for a dynamic portfolio of clients
- Maintained and produced weekly and monthly production reports of website metrics in comparison to established benchmarks
- Provided support to the Director of Marketing
- Monitored and analyzed customer relationship management systems while constantly updating the database

Enterprise Rent-A-Car*Management Trainee Intern***Pimlico, Maryland***June 2008 – November 2008*

- Assisted with customer accounts and collection processing accelerating the account payables procedure
- Strongly involved in fleet management resulting in better maintenance, income generation, and marketing strategies
- Maintained a key role in customer awareness and service increasing repeat sales from customers
- Consistently ranked in the Top 25 percentile or better in balanced personal sales in the Baltimore Group (out of 100 +)

VOLUNTEER EXPERIENCE**Leading Up North****Northern Israel***Volunteer Student**January 2007*

- Was recommended and selected out of several thousand applicants to join 350 other students providing aid to victims of the 2006 war with Lebanon in the Northern Regions of Israel
- Painted and renovated five bomb shelters while offering solidarity and emotional support to the residents.
- Prepared decimated forests for replanting while restoring the land for future growth
- Provided direct personal aid to members of the community by donating blood, discussing their concerns, and participating in other community activities
- Developed cultural sensitivity by working with others of diverse backgrounds

Magen David Adom**Bat Yam, Israel***Trained Medic**February 2006 – May 2006*

- Responded promptly to emergency medical calls with other trained paramedics from an ambulance station
- Cared and provided treatment for sick and those in need of help throughout different regions of Israel
- Followed up by discussing with fellow medics patients' conditions and treatment recommendations

ORGANIZATIONS AND CLUBS

- American Marketing Association – Baltimore Chapter (*VP of Membership since June '10, Student Liaison from August '09 – June '10*)
- American Marketing Association – Towson University Chapter (*Member from January '08 – May '10, VP of Membership from September '08 - May '09, VP of Finance from September '08 – May '10, and VP of Programs from May '09 – May '10*)
- College of Business and Economics Advisory Board (*Student Representative from April '09 – May '10*)
- College of Business and Economics Curriculum Committee (*Student Representative from September '09 – May '10*)
- e-Business Association (*Member from January '08 – May '10, President and Webmaster from September '08 – May '10*)
- Student Leadership Council (*Board Member from September '08 – May '10, President from September '09 – May '10*)
- Towson University Tree Club (*Member from January '08 – May '10, Treasurer from January '08 - May '08*)

AWARDS AND HONORS

- American Marketing Association – Baltimore Chapter Volunteer of the Year
- Towson University College of Business and Economics Outstanding Graduate
- Towson University Vice President of Student Affairs Award
- James L. Dunbar, Jr. Memorial Scholarship
- American Marketing Association – Baltimore Chapter Volunteer of the Month
- Towson University College of Business and Economics Advisory Board Scholarship
- Sam Barone Foundation Scholarship
- Capitol Office Solutions Scholarship
- Enterprise Rent-A-Car Intern Scholarship

ADDITIONAL SKILLS

- Proficient in the entire Microsoft Office Suite
- Working knowledge of Adobe Creative Suite, Microsoft Project, Wordpress, CRM software solutions such as Salesforce and Eloqua, as well as email marketing software including Constant Contact and Publicaster
- Ability to read, write, and speak Hebrew