

MITZI



HOFFMAN

PROFILE

I've been working in marketing and graphic design **since 1996**, primarily in real estate, real estate finance and law. Marketing and graphic design, in this case, **includes strategy, content, social media, video editing, media purchases and negotiations, drafting press releases, PPC and analytics.**

I've been the marketing director of a large mortgage company supporting 200+ loan officers, as well as a founder of a political organization **managing thousands of volunteers and their data.** The latter role lead to being first the regional field director, and then the **press director for the state of Missouri for a presidential campaign.** I have provided marketing and graphic design services to candidates such as **Bernie Sanders, Jason Kander, Bruce Franks, Megan Green and many more.**

NON-PROFESSIONAL EXPERIENCE

CO-FOUNDER Mobilize Missouri - St. Louis, MO
2016 to Present

Born out of the defunct St. Louis for Bernie Sanders, organization promotes progressive candidates across Missouri. My role included creation and management of website, logo design, social media management, strategy and content (until we had enough volunteers to handle those tasks without me.)

MEMBER, IT COMMITTEE Missouri Democratic Party - MO
2016 to Present

PRESS DIRECTOR Bernie Sanders for Missouri - St. Louis, MO
2016

Managed a somewhat futile attempt to gain local news coverage for presidential candidate, wrote press releases, handled social media and design. Opened Bernie Sanders offices on Cherokee, Ferguson and in Midtown. Created and sold thousands of t-shirts. This funded political literature (that I created) for canvassing, volunteer recruitment and events,

NATIONAL DELEGATE National Democratic Party - Philadelphia, PA
2016
Attended the democratic national convention as delegate.

VOTING DNC PLATFORM COMMITTEE MEMBER National Democratic Party - Orlando, FL
2016
Appointed voting member for the national democratic part platform committee.

FOUNDER St. Louis for Bernie Sanders - St. Louis, MO
2015
Logo design, social media, strategy, event and content management. Ran canvassing and phone bank initiatives from Iowa to Missouri.

EDUCATION

I've amassed more than 380 college credit hours with the bulk focusing on graphic design, marketing, communications and media.

BA Communications in Communications 2014-2016
Lindenwood University - St. Louis, MO
In Process

Associate of Science, Graphic Design 2012-2013
St. Louis Community College - St. Louis, MO
Social Media Coursework 2012-2013
Maryville University - St. Louis, MO
Certificate, Graphic Arts 2011-2012
University of Missouri-St. Louis - St. Louis, MO
45 of 48 credits

Various Lynda.com Certificates 2010-2011
Wordpress, Social Media, Animation
Undergraduate Coursework 1997-1998
University of Missouri-Columbia - Columbia, MO
Undergraduate Coursework 1996-1998
Columbia College - Columbia, MO

HOBBIES

Politics, Design and Art, Emerging Technologies, Running and History

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WORK EXPERIENCE

GRAPHIC DESIGNER USA Mortgage - St. Louis, MO
2017 to Present

OWNER MitziMedia - St. Louis, MO

2005 to Present

►Formed to handle freelance design and marketing projects ranging from logo design, social media management, website administration, print marketing projects and more

MARKETING COORDINATOR The Dysart Law Firm - St. Louis, MO

2013 to 2017

►Created and/or managed all marketing materials, content and social media

COMMUNICATIONS MANAGER Elizabeth Real Estate - Clayton, MO

2011 to 2015

►Created all marketing materials including: graphic email blasts, website content, property flyers/brochures and handled the targeting and creation of direct mail

COMMUNICATIONS COORDINATOR The Racquet Club Ladue - Ladue, MO

2007 to 2009

►Created all media sent to the members including: graphic email blasts, website content, PowerPoint presentations, event mailers and the monthly newsletter

MARKETING MANAGER Frontenac Bank - Frontenac, MO

2006 to 2007

►Created print ads, lobby signage, produced direct mail, and wrote press releases, as well as writing all copy and designed all layouts for print and signage. Also purchased media, negotiated contracts and tracked leads

MARKETING MANAGER 1st Choice Mortgage - Columbia, SC

2002 to 2005

►Created all print ads, direct mail, press releases, outdoor/billboards and produced television/radio commercials

►Supported 20-30 branches spread across the east coast; created personalized marketing materials for hundreds of loan officers

►Purchased media, negotiated contracts and managed \$80,000 college athletic sponsorship

►Coordinated the purchase and installation of a \$35,000 LED highway sign

ART DIRECTOR TSI Advertising - Columbia, SC

2001 to 2002

►Responsible for all advertising design

MARKETING ADMINISTRATION Agilera.com - Columbia, SC

1999 to 2001

►Graphic design, database administration and clerical duties

GRAPHIC DESIGNER NBC WIS-TV - Columbia, SC

1998 to 1999

►Created all on-air graphics including: over the shoulder graphics, full screen graphics, banners and promotional graphics less

GRAPHIC DESIGNER ABC KMIZ-TV - Columbia, MO

1996 to 1998

►Created all on-air graphics including: over the shoulder graphics, full screen graphics, banners and promotional graphics

SKILLS

GRAPHIC DESIGN



WEB



VIDEO



SOCIALS