

# Jess Hoffman

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View my work @ [www.jesshoffmandesign.com](http://www.jesshoffmandesign.com)

## EDUCATION

**James Madison University** | Class of 2009  
*Bachelor of Fine Arts*  
Concentration: *Graphic Design*

## SKILLS

Email Marketing  
Digital Content Management  
Social Media Marketing  
Digital & Print Design  
Design Strategy & Branding  
Project Management  
Photography  
Customer Service

## SOFTWARE

Adobe Creative Suite  
*Expert in InDesign, Photoshop & Illustrator*  
Salesforce Marketing Cloud  
Custom Content Management Systems  
WordPress  
Drupal  
AMPscript  
HTML & CSS  
Hootsuite  
Microsoft Office Suite

## PROFESSIONAL DEVELOPMENT

**Harrisonburg-Rockingham Chamber  
of Commerce Leadership Program**  
Sep. 2019 - Jun. 2020

**LEAD Mentorship Program**  
May 2022 - Mar. 2023

## VOLUNTEER WORK

**Therapeutic Adventures**  
*AASI Level 1 Certified Adaptive  
Snowboard Instructor*  
Jan. 2019 - present

## Rotary International

*Rocktown Club Member* | Jul. 2022 - present  
*Treasurer* | Mar. 2024 - present

## EXPERIENCE

**Massanutten Resort** | Massanutten, VA  
*Graphic Designer & Digital Administrator*  
Oct. 2021 - present

- **Email Marketing** - Create, manage & support all automated & one-time send email campaigns.
- **Social Media Marketing** - Plan, create, post, & monitor Facebook & Instagram organic content.
- **Digital Content Management** - Manage digital content on resort website, owners website & resort app.
- **Special Event Coordinating** - Assist with planning, marketing & execution of annual festivals, Hall of Fame dinner, ski race league & community outreach events.
- **Special Projects** - Website redesign, Salesforce CRM integration & resort app launch.
- **Member of E-commerce, Community Service & Safety Steering Committees**

**Massanutten Resort** | Massanutten, VA  
*Graphic Designer*  
Sep. 2013 - Sep. 2021

- Email Marketing
- Web Content Management
- Print & Digital Design

**Daniel's Promotional Products** | Harrisonburg, VA  
*Graphic Designer/Accounting Department*  
Sep. 2010 - Sep. 2013

- Print & Web Design
- Social Media & Email Marketing
- Customer Service & Data Entry

**Mjach Designs** | Baltimore, MD  
*Design Intern*  
Summer 2008

- Print Design
- Client Relations

## MANAGEMENT EXPERIENCE

**Aramark Dining Services at JMU** | Harrisonburg, VA  
*Location Supervisor of Concessions*  
Aug. 2009 - Dec. 2010

- Management Skills
- Sports Event Coordinating