

MICHAEL HOFFER

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1127 Euclid Ave
Cleveland, Ohio 44115

EDUCATION & AWARDS

The Ohio State University | Fisher College of Business

BSBA specializing in Marketing with a minor in Psychology

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

Columbus, Ohio

Graduated May 2021

Major GPA: 4.0

St. Xavier High School

High School Academic Diploma with Honors

Cincinnati, Ohio

Graduated May 2017

PROFESSIONAL EXPERIENCE

The J.M. Smucker Company

Brand Marketing Analyst

- Develop actionable, data-driven insights and analysis supporting portfolio of 7 Nut Based Spreads & Snacking brands
- Build and manage \$40M+ marketing budget while forecasting spend on a monthly basis to meet P&L goals
- Trailblazed analysis and navigation of \$800M recall to aid rebuild of Jif PB back to the #1 brand in the category
- Proficiently deliver monthly Business Reviews, Earnings Call support, and regular Point-of Sale and Panel data analysis to identify growth opportunities, competitive watchouts, as well as tracking promotion and media performance
- Successfully lead projects and brand activations through cross-functional collaboration and strategy execution

Orrville, Ohio

May 2021 – Present

Grant Us Hope | Suicide Prevention Non-Profit

Volunteer Marketing Intern

- Conducted market research and lead generation to bolster outreach efforts and secure new corporate sponsors
- Supported social media efforts with graphic design and event promotion through digital marketing
- Managed website to optimize SEO performance while increasing organic traffic and simplifying user experience

Cincinnati, Ohio

August 2020 – April 2021

The J.M. Smucker Company

International Marketing Intern

- Gained exposure to consumer-packaged goods industry at a Fortune 500 company with 40+ iconic brands like industry leaders such as Milk Bone, Folgers, JIF, and Smucker's
- 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

Orrville, Ohio

May 2019 – August 2019

Master of Business Logistics Engineering Program

Marketing and Digital Media Intern

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

Columbus, Ohio

April 2019 – February 2020

ProCamps

Marketing and Sales Intern

- Developed new strategies to push promotional offerings to reach a new client base in several cities
- Analyzed strategic markets to identify and connect with high potential customers to sell paid registration to ProCamps events in order to reach the company's revenue goal of \$2 million dollars

Cincinnati, Ohio

May 2018 – August 2018

LEADERSHIP & INVOLVEMENT

Delta Sigma Pi Professional Business Fraternity | Nu Chapter

Vice President of Scholarships & Awards

Active Member

- Represented Ohio State chapter at national leadership conference recognizing outstanding achievements of the fraternity
- Established a tutoring program to maintain a system of academic assistance and recognition within the chapter

Columbus, Ohio

November 2018 – November 2019

Spring 2018 – May 2021

Sigma Alpha Epsilon Fraternity | Ohio Theta Chapter

Alumni Relations Chair & Scholarship Chair

Active Member

- Created monthly newsletter to increase involvement and to foster tighter connections within network of 450 alumni
- Organized and managed mentorship initiatives including pairing students with alumni to provide professional development opportunities and industry-specific career advice as well as running resume workshops

Columbus, Ohio

November 2018 – November 2019

Spring 2018 – May 2021