

Evan Hofberg | Social Media, Content & Growth Marketer

I've always been fascinated by the human mind. How does it work? Why does it work the way it does? This curiosity is what drove me to pursue a curriculum grounded in cognitive science and psychology during my four years at UC Berkeley. Through research and study, I sought a deeper understanding of the relationship between brain and behavior.

While I didn't realize it at the time, the issues that I was most curious about were the same questions that marketers look to answer each and every day. In fact, the theoretical concepts of cognitive science and psychology form the very foundation of the field of marketing. A keen understanding of how thought translates into action, for example, provides invaluable insight when looking to achieve the primary goal of the marketing world – transforming intention into conversion.

It dawned on me that psychologists, cognitive scientists, and marketers often find themselves working from the same toolkit. I came to see my college major and my future profession as two sides of the same coin – one academic, and the other professional. So after graduation, it was natural that I would pursue a career where I could continue to search for answers to these big questions of human thought and behavior. Where else but marketing?

As a marketer, I've harnessed my knowledge from the classroom and applied it to real-world business challenges to increase user engagement, grow communities, and spread brand awareness. At Senda, I worked on projects to overhaul our website's content and design, develop a new content marketing strategy with social media at its core, and reach out to high-value customers with demonstrable purchase intent. These changes contributed to a 150% increase in sales revenue, a doubling of traffic from social channels to the website, and significant growth in the number of high-volume orders. At Viki, I helped to transform social media marketing from a collection of disconnected initiatives into a well-oiled machine with clear goals and a plan to achieve them. User engagement and content virality were given central positions in our strategy, and as a result, Facebook shares have grown by nearly 10x and Twitter retweets have surged by more than 3x. Taking stock of industry trends and user behavior, we've built Viki's strategy around bite-sized videos as well as content and influencer partnerships. We now regularly work with prominent YouTubers and creators to produce original branded content and help us reach new audiences.

Throughout my career, I've worked with many of the different tools available to the modern-day marketer – social media (organic and paid), email, out-of-home advertising, public relations, events, and influencer & brand partnerships. But no matter the channel, my core focus has always remained the same – getting inside the audience's heads and using the power of the written word and creative media to convey a message that inspires them to take action. The ultimate goal of a marketer is, in a word, persuasion. And the art of persuasion is the science of understanding human nature.

I was a marketer-in-training in college, I've been a marketer-in-practice my whole career, and now I'm ready to be a marketer for the future. Let's market stuff.