

EVAN HOFBERG

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MARKETING PROFESSIONAL WITH 5 YEARS OF AGENCY & CLIENT-SIDE EXPERIENCE

Experience

TRAVEL & ENRICHMENT

Solo Traveler and Volunteer

May 2019 – March 2020

- Provided humanitarian support with a non-profit that assists refugees from Camp Moria in Lesbos, Greece
- Taught English as a foreign language to adolescent students at a school in rural Nepal
- Certified as a Registered Yoga Teacher after an immersive course in Rishikesh, India
- Worked in wine production alongside one of the world's 300 Masters of Wine in Hvar, Croatia
- Earned experience in hospitality management at a boutique hotel in Tbilisi, Georgia
- Trekked over 300km and to an elevation of 5500m in the Annapurna region of Nepal

AMPUSH MEDIA

Senior Growth Marketing Analyst

July 2018 – April 2019

Growth Marketing Analyst

November 2016 – June 2018

- Responsible for media performance, marketing analytics, campaign reporting & partner relationship management
- Worked across diverse set of industry verticals including Ecommerce, Media, and Healthcare
- Grew from single to multi-channel expertise; from individual contributor to lead; from execution to strategy-oriented
- Signed new business with BD Team, offering expertise in account auditing, solutions consulting & pitch meetings
- Delivered QBRs to partners to recap performance, highlight key learnings, and identify growth opportunities
- Assumed control of complete marketing suite for Health startup, working across social, search, email, SEO & OOH
- Accomplishments
 - Managed \$1MM in average monthly media spend across multiple digital channels
 - Grew sales for Ecommerce client ~50% YoY (from \$12.6M to \$18.5M) while reducing media cost
 - Served as strategy lead during a record-breaking Q4, growing client's business 20% YoY
 - Collaborated with executives to negotiate new business contract that led to 40% revenue growth
 - Spearheaded incrementality testing and attribution, which led to recouping equal revenue from 80% less spend
 - Developed launch strategy for Healthcare brand that booked to ~100% of appointment capacity in NYC clinics

RAKUTEN VIKI

Social Media Manager

September 2014 – October 2016

- Developed organic social media strategy focused on sharing & virality to drive core business KPIs
- Designed and optimized paid ad campaigns to acquire new users, drive app installs, and generate conversions
- Cultivated content and link partnerships with both brands and influencers
- Accomplishments
 - Increased Facebook shares by nearly 10x (from 224 to 2,124 per day)
 - Increased Twitter retweets by more than 3x (from 186 to 593 per day)
 - Increased Instagram followers by 30x (from 5,000 to 150,000)
 - Delivered company-wide "Social Media 101" presentation to 100+ employees in San Francisco & Singapore

Education

UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, California — Bachelor of Arts in Psychology, Summer 2014

- 3.95 Cumulative GPA; Highest Distinction (Summa Cum Laude)
- Dean's Honor List (every semester attended) — Top 4% of Class
- Member of Phi Beta Kappa, Alpha of California Chapter, UC Berkeley
- Awarded Byrd Honors Scholarship for outstanding academic achievement

Skills

- Marketing Analytics Tools – Google Analytics, Google Search Console, Microsoft Excel, R Statistical Software
 - Ad Management Platforms – Facebook Ads, Twitter Ads, Pinterest Ads, Google Ads, Amazon Advertising
 - Certifications – Facebook Blueprint and Google Ads
 - Proficient in HTML5 & CSS3
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