

BRYAN HOFFMAN

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Marketing and technology professional with a focus on digital experiences

PROFESSIONAL EXPERIENCE

Self-Employed 2022 – Present

Web Designer & Developer

- Translated clients' visions into functional, aesthetically pleasing websites

Conversion Automotive Marketing 2023 – Present

Independent Contractor

- Publish SEO optimized content across a diverse array of CMSs for multiple clients
- Create customized image assets using photo manipulation tools like Gimp or Photoshop

Bethune Consulting 2024 – 2024

PHP Developer

- Resolved bugs within the codebase of a healthcare software company

AVG Advanced Technologies 2023 – 2024

Marketing and Graphics Engineer

- Supported the EZ5 Series launch by managing the website and e-commerce platform
- Crafted compelling marketing visuals for emails, websites, and print materials
- Ensured the accuracy and quality of emails before they were sent to a list of tens of thousands of subscribers

Halder Consulting Inc. 2022 – 2023

Web Designer & Developer

- Delivered client websites across diverse industries
- Developed a PHP application to convert emails into tickets by interfacing with a REST API

Florence Corporation 2019 – 2022

Marketing Tech Associate

- Played a pivotal role in launching new sites, introducing innovative features, and establishing a cohesive brand identity
- Extended the functionality of legacy PHP codebases e.g. Laravel, CodeIgniter, Drupal
- Created landing pages and web forms and seamlessly integrated them with CRMs to streamline lead generation
- Developed an interactive ROI calculator, resulting in a significant increase in sales leads

DuPage Credit Union 2019 – 2019

Email Marketing Developer

- Created engaging, personalized marketing emails using HTML, CSS, and AMPScript and automated campaigns using Automation Studio while optimizing for engagement
- Owned the QA process coordinating with stakeholders to ensure accuracy and compliance

EZlocal 2018 – 2019

Web Designer

- Built new websites, enhanced existing sites, and debugged and responded to issues
- Concurrently managed multiple tickets from the agency's customer base of over 500 businesses