



## **Kristin Hofman**

Senior Consultant

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### **Position with Firm**

2016–present **Senior Consultant.** Leads the completion of client projects in collaboration with other team members. Ensures project time is managed efficiently and scopes progress according to timelines. Facilitates meetings. Develops client deliverables, such as strategy documents, marketing materials, websites, and reports. Contributes to new business development through outreach and engagement with existing and prospective clients.

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### **Previous Professional Experience**

2011–2016 **Senior Project Manager and Communications Manager, Kuntzsch Solutions, Grand Ledge, Michigan.** Led completion of client projects. Facilitated client meetings, including developing agendas, driving discussions, providing recommendations, and conducting follow-up. Developed client deliverables, such as strategy documents, marketing materials, websites, and reports. Monitored project scopes and budgets. Contributed to new business development through outreach and development of proposals. Managed two marketing and communications support staff members. Oversaw promotion and protection of Kuntzsch Solutions brand.

2010–2012 **Program Assistant, Greater Lansing Area Clean Cities, Grand Ledge, Michigan.** Conducted outreach to prospective member organizations and maintained active membership among local stakeholders. Coordinated meetings and local events. Coordinated development of annual appeals, outreach materials, e-newsletters, and videos showcasing successful projects.

2010 **Sales Intern, WLAJ-TV, Lansing, Michigan.** Developed sales sheets and media kits. Assisted during live broadcasts. Developed marketing plans and proposals.

2010 **Events and Community Relations Intern, Ele's Place, Lansing, Michigan.** Assisted in the organization and execution of annual 5K race and fundraising benefit breakfast. Generated donations and sponsorships from local businesses.

Education Michigan State University, BA in Advertising with specializations in Public Relations and Peace and Justice Studies

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## Professional and Community Activities

- Board Member of the East Lansing Art Festival, 2015–present

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## Technical Skills

- HTML, CSS, PHP, and JavaScript
- Adobe Creative Cloud: Photoshop, Illustrator, and InDesign
- Filemaker Pro
- Wordpress website development