



Kristin Hofman

Director, Content Marketing

Positions with Firm

- 2022–Present ***Director, Content Marketing.*** Leads the completion of integrated marketing initiatives for clients. Contributes to the development and implementation of PSC’s marketing plan. Collects and examines data to inform content marketing strategies, retooling methodologies when appropriate. Identifies appropriate mix of formats, distribution channels, and timing for marketing campaigns. Ensures project time is managed efficiently and scopes progress according to timelines. Facilitates meetings. Contributes to new business development in collaboration with other team members.
- 2016–2022 ***Senior Consultant.***

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
Duke University, Certificate in Digital Media and Marketing

Activities

- Board Member of Big Brothers Big Sister Michigan Capital Region, 2019–Present
- Board Member of American Red Cross Mid-Michigan Chapter, 2019–Present

Skills

- Adobe Creative Cloud: Illustrator, Photoshop, and XD
- Website analytics: Google Analytics and Google Looker Studio
- Search engine optimization and pay per click
- Email marketing
- WordPress website development