

Braden Hofeling

Head of Marketing & Communications

503.374.3966 • bradenhofeling@gmail.com • [LinkedIn](#)

Summary

Communications and marketing professional with 5+ years of experience developing internal and external content, managing editorial calendars, and social media management. Skilled in creating marketing campaigns, email communications, and intranet content aligned with business goals. Proactive and detail-oriented, with strong project coordination, stakeholder engagement, and cross-functional collaboration. Proficient in Microsoft Office, Google Workspace, and SharePoint. Willing to relocate.

Skills

Content Strategy | Copywriting | Email Marketing (Mailchimp, ActiveCampaign) | Social Media Management (Hootsuite, Meta Business Suite) | CRM (Salesforce) | SEO | Adobe Creative Suite | Canva | Google Analytics | WordPress | Shopify | Project Management | Audience Engagement | Data-Driven Marketing | Brand Storytelling

Professional Experience

Director of Marketing & Community Relations

All Book Covers | Tempe, AZ | June 2025 – Present

- Revamped the website including SEO/GEO blogs to increase website clicks by 89% (including being mentioned in LLMs/AI overview).
- Crafted niche newsletters across various industries, increasing average CTR by 850%, to build a sense of community.
- Established and grew various organic media channels by 18% (and counting).
- Networked on and offline through various channels (including local chamber of commerce chapter) to grow brand awareness and build lasting relationships

Public Affairs Specialist (Part-Time)

Oregon Air National Guard | Portland, OR | Apr 2022 – June 2025

- Produced multimedia content with Adobe Creative Cloud, increasing social media engagement.

- Developed and executed crisis communication strategies, enhancing transparency and trust.

Founder & Marketing Lead

CurioCabinet by Braden | Hillsboro, OR | Dec 2022 – Mar 2025

- Launched and grew brand presence across digital platforms, increasing engagement by 55%.
- Built and nurtured a community from 0 to 115 followers and 80 email subscribers within 2 months, organically.
- Implemented AI-driven marketing strategies to align with emerging trends.

Marketing Coordinator

Intel Corporation | Hillsboro, OR | Aug 2023 – Sept 2024

- Trained and mentored 50+ new hires to improve onboarding and productivity.
- Developed internal communications content for Intel Ignite, boosting employee engagement by 15%.

Communications Specialist (Contract)

Everything After | Remote | May 2023 – Sept 2023

- Executed strategic communication plans, achieving a 12% increase in audience engagement.
- Streamlined project management processes, ensuring 100% on-time project delivery.

Organic Media Specialist (Contract)

MOCA Business Services | Remote | Jan 2021 – Aug 2023

- Increased organic engagement by 15% through SEO-focused content strategies.
- Led targeted email marketing campaigns, boosting subscriber rates by 14%.

Online Community Manager (Contract)

FlashDash Deals | Remote | Nov 2021 – Oct 2022

- Enhanced advertising strategies for 30+ small businesses, driving a 20% rise in inquiries.
- Built and maintained a network of over 50 professional relationships.

Content Writer (Contract)

AmpiFire / Remote / Oct 2021 – Oct 2022

- Produced marketing copy, press releases, and newsletters, boosting audience engagement by 10%.
- Collaborated with editors to improve content approval rates by 20%.

Small Business Consultant

Stone Gables / Rexburg, ID / Sept 2020 – Jan 2021

- Conducted market research and strategic analysis to guide small business growth.
- Strengthened client relationships through consistent project updates and strategic support.

Education

Bachelor of Science – Health/Medical Psychology

Brigham Young University – Idaho / GPA: 3.6 / Oct 2018 – Sept 2021

Certifications

- **Google** – [Digital Marketing & E-Commerce Certificate \(2023\)](#)
- **HubSpot** - [Inbound Marketing Certification](#)
- **Google Skillshop** – [Google Ads Search Certification](#)