

RENEE HOFFMANN

Creative Storyteller / Strategic Communicator

reneehop8@gmail.com

651-895-0913 | [LinkedIn](#) | [Online Portfolio](#)

Minneapolis, MN

SUMMARY

As a strategic thinker and creative writer, I thrive at distilling complex ideas into attention-grabbing yet accessible copy. Having gone through two company rebrands, I have in-depth experience in creating content with brand-forward voice and tone and ensuring all campaigns are strategically aligned to business priorities.

EDUCATION

B.A., English Literature

Gustavus Adolphus College
(2013)

Continued Education

- ChatGPT AI Certificate from Udemy (2023)
- SEMRush SEO Certificate (2023)

LEADERSHIP & COMMUNITY

Community Leader

Veranex (2024–present)

Women's ERG Facilitator

QBP (2022–2023)

Group Lead & Mentor

Little Bellas (2018 – 2022)

SKILLS

- Copywriting/Editing
- Communication Strategy
- Email Marketing
- Web Content Creation
- Article/Blog Writing
- Brand Voice/Tone
- AP Style
- MS Office
- JIRA, Workfront, Asana, Figma, Slack, Miro
- SharePoint

EXPERIENCE

RENEE HOFFMANN COPYWRITING

Freelance Copywriter | July 2024–present

- Write SEO monthly blog content
- Content research and pitching
- Brand identity consultations with client including using bespoke questionnaires
- Generating copy style guides for clients
- Web copywriting and editing
- Apply marketing strategy to client websites

VERANEX

Copywriter & Content Manager | September 2023–present

- Write and edit content including website landing pages with SEO emphasis, blogs, social media posts, emails, press releases, podcast copy, video scripts, etc.
- Repurpose content to fit the publishing media, video production or social media
- Guide and determine brand voice and tone, plus create copy style guide
- Collaborate with marketing managers and SMEs to develop new content
- Implement new creative marketing processes including creative briefs, kick-off meetings, strategic campaigns, to increase revenue
- Manage the development of content, develop content strategies, create, and publish content, and manage content calendar

QUALITY BICYCLE PRODUCTS (QBP)

Copywriter II | August 2019–July 2023

- Lead all company B2B and B2C communication plans, including internal employee communications, dealer communications (press releases, biweekly sales emails, web copy, video scripts, advertisements), and public-facing communications (articles, web copy, social media posts)
- Partnered with in-house creative team to ideate and execute yearly QBP marketing campaigns under deadline, under budget, and exceeding KPIs.
- Navigated matrixed organization to effectively collaborate with internal stakeholders (HR, Sales, Events) to write internal and external copy that embodies brand and employer voice.
- Lead the copy side of the company rebrand which included narrowing down QBP's archetype, writing entirely new SEO-focused website content, working with the UX

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team on copy, creating new recruitment materials, and a new press release template.

- Owned copywriting plan and execution for first-ever QBP Impact Report, which was released in May 2023 and garnered 2.5 million total impressions, 50k clicks, and 2 earned media placements.
- Actively championed and contributed to DEI initiatives to promote a more inclusive workplace.
- People managed a copywriter intern in the summer of 2022 — included hiring, establishing success metrics, defining goals and priorities, and building trust.
- Presented at U of Q Frostbike Business Summit twice on writing- and marketing-related topics to nearly 2k industry attendees.

Copywriter I | January 2017 – August 2019

- Constructed QBP's first company-wide style guide and terms glossary based on SEO research.
- Refined brand voice for the distribution side of the company
- Contributed to email and social media campaigns that reached an audience of 80k+ individuals
- Managed stakeholder feedback to improve collaboration
- Hired and managed a copywriter intern in the summer of 2019. *Intern received a full-time job offer and is still employed at QBP as a copywriter.*

SOUL FLOWER CLOTHING

Content Creator & Digital Strategist | Dec 2014 – Jan 2017

- Wrote and edited copy for all marketing campaigns including weekly B2B and B2C emails, seasonal print and digital catalogs, weekly web banners, paid and unpaid social.
- Partnered with the creative team on graphic needs while effectively managing deadlines and campaign priorities.
- Scheduled, managed, and tracked weekly wholesale and retail emails using Bronto and Google Analytics.
- Provided monthly reports to marketing and ecommerce leadership to showcase priority/goal progress.
- Developed names for all products, including writing all product descriptions with SEO focus to increase website traffic and wholesale and retail sales.