

Kristin Hoffer

(310) 869-8652
kristinlhoffer@gmail.com

I've spent that last few years in the digital space as a project manager for apps of all sizes and recently joined the Post Production side. Organizing teams of designers and developers, communicating between the clients and the team, and managing time are a big part of the development process. With outstanding leadership skills and a natural sense of detail, I aim to leverage considerable experience and efficiency expertise into your project manager role. Possess a B.A. in Psychology and knowledge of Scrum and Agile practices, Jira, Office, Photoshop, HTML, CSS and Javascript.

PROFESSIONAL EXPERIENCE

- | | | |
|--|--|-------------|
| New Wave Entertainment | AV Producer | 2018-2019 |
| <ul style="list-style-type: none">• Liaison between clients and post production team to deliver all finishing files on time and in budget.• Oversee mix sessions, graphics and editing of film and television trailers as well as social campaigns.• Manage online database (Airtable) to track all file deliverables for each project as well as for billing purposes.• QC all files before delivering approvals and final deliverables, and create subtitles for certain spots in a project.• Knowledge of digital media including codecs, resolutions, frame rates, audio stems, etc. | | |
| The Bouqs Co | Web Development Intern | 2016 |
| <ul style="list-style-type: none">• Develop the farm/florist portal using AngularJS with a Java / MySQL backend.• Add new features and fix current features for a better user experience for florist and farm admins | | |
| Dream Local Digital | Digital Marketing Strategist | 2016 |
| <ul style="list-style-type: none">• Market small businesses through social media including: Facebook (native and paid), Twitter, Pinterest, Instagram, LinkedIn, and YouTube with monthly content plans that are relevant to their business and local area.• Research and analytics of these businesses to increase their reach and customer base. | | |
| Feld Entertainment | Digital Marketing Manager | 2014 - 2015 |
| <ul style="list-style-type: none">• Market and monetize the Monster Jam brand through internally controlled digital media platforms (websites, landing pages, interactive promotions, social network profiles, mobile apps, etc.).• Create/maintain branded web properties intended to inform consumers, build trusted relationships with fans, drive ticket sales, capture data, and create new revenue streams. | | |
| Big Boss Creative | Producer / Project Manager | 2013 - 2014 |
| <ul style="list-style-type: none">• Manage digital projects from start to finish while maintaining schedules, budgets and expectations.• Manage international properties of Feld Entertainment websites across the globe.• Front-end development and design work as needed on all digital products. | | |
| InTheMo Interactive | Account Manager / Project Manager | 2012 - 2012 |
| <ul style="list-style-type: none">• Schedule and coordinate the various teams involved with interactive including Design, Analysis, UX, Development and QA in projects that include websites, apps, Facebook applications, etc. using Agile.• Manage the day-to-day tasks of each project, interfacing with the client, maintaining deadlines and tracking hours. | | |
| New Wave Entertainment | Producer / Project Manager | 2005 - 2012 |
| <ul style="list-style-type: none">• Work closely with programmers to debug and successfully deliver online games and apps for major motion pictures• Create site maps / wireframes for digital projects.• Interface with designers, clients and vendors to ensure that projects were delivered on time and within budget. | | |

EDUCATION

- 2015-2016 General Assembly - Web Developer Immersive
- 1998-2000 University of Southern California - BA Psychology
- 1996-1998 New York University, Tisch School of the Arts - Film / TV Production

ADDITIONAL SKILLS

- Expert in Microsoft Office, Jira, Photoshop, HTML, CSS, Javascript and other development software.
- Proficient in leadership, team building, attention to detail, motivation, communication and people skills.