

JANA KRISTINE HOFFMAN

72 Green St., #2R Brooklyn, NY 11222 // 610.762.6862 // jana@janaisajournalist.com

EMPLOYMENT

kgbdeals

New York, NY

Content Editor, October 2010-present

Edit approximately 250 deals weekly in content management system (CMS) before going live to Web in more than 30 US markets. Utilize basic HTML. Proofread and perform quality assurance checks on e-mail blasts. Create kgbdeals style guide for writers. Assist in managing and coaching team of content writers. Choose deal graphics. Develop organizational strategies for varying tasks among team. Forecast National deals and trends. Review and interview new hires. Contribute to kgbdeals US blog.

Lehigh Valley Style & Weddings in Style

Palmer, PA

Editorial Assistant, December 2007-October 2010

Intern, May 2007-August 2007

Collaborated closely with editor-in-chief on all editorial aspects. Wrote engaging regional and lifestyle content. Created monthly e-mail newsletter. Edited and proofread all editorial, marketing materials, design proofs and rough book. Finalized editorial and layout changes with art director. Assisted, planned and prepared photo shoots including styling and conceptualizing all fashion shoots. Maintained freelance writer and photographer database and contracts. Produced monthly expense sheet. Interviewed and hired interns. Assigned intern projects. Planned and attended magazine-sponsored events. Wrote weekly blog. Updated social networking sites and monitored analytic data.

EDUCATION

Indiana University of Pennsylvania

Bachelor of Arts, Journalism

December 2007, Summa Cum Laude

GPA: 3.78

Dean's List, 2004-2007

Virginia Ann Deem Memorial Scholarship, 2006 & 2007

CONNECT

www.janaisajournalist.com

www.facebook.com/janaisajournalist

Instagram: @janaisajournalist

RELATED EXPERIENCE

Lehigh Valley Coalition for Organ and Tissue Donation

Allentown, PA

Fashion for Life Co-Chair volunteer, June 2010-April 2011

Planned and executed fashion show fundraiser. Booked talent, hair and makeup. Coordinated all aspects of show, styled models, created soundtrack with DJ and collaborated with fashion designers for exclusive runway looks. Attended monthly Coalition meetings.

Clear Channel Communications, B104

Allentown, PA

Weekly Guest/Co-host, February 2010-October 2010

Made weekly Friday evening guest show appearances on the segment, "What's Up With the Weekend With Jana?" on pop radio station B104 WAEB-FM.

The Township Times, Blue Mountain Town & Country Gazette

Eastern PA

Fashion Columnist, October 2008-April 2010

Wrote monthly fashion column, Jana's Closet. Contributed additional news articles.

The Penn

Indiana, PA

Columnist & Staff Writer, September 2006-December 2007

Unveiled fashion trends through research and personal opinion in biweekly fashion column. Contributed additional articles with assigned or pitched topics.

SKILLS

Mac OS and Windows

Adobe Creative Suite

Microsoft Office

SEO and Google Analytics

Social media awareness

Print and web writer/editor

INTERESTS

Snowboarding, fashion, traveling, yoga, blogging, reading, writing, dining out, being thrifty, exploring Brooklyn, vintage