

# Aaron Hoffman

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A little bit about me is that I've always lived life with the idea of making the world a better place. Cliché I know. However, little did I know that it would take me in the direction of digital design and marketing. Since then, I have been providing video, photo, web and graphic design services to those that I work with. I love working with a team that shares the same passions as I do in delivering the best possible experience for its customers and community. Whether it's free or paid, my passion for creating a better digital world is reflected back into my designs. I'm a work a workaholic of sorts and a pixel perfectionist. Please explore my portfolio to see the works that I have done and I hope we can work together here in the near future. My portfolio can be seen here: <https://www.envnetwork.com/aaronhoffman>

Authorized to work in the US for any employer

## Work Experience

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### **Ecommerce Manager**

Cooler Master  
May 2022 to October 2023

Managed the USA region website and its sub sites for special projects. This includes processing online orders, creating new product pages, securing user accounts and handling the first initial customer service layer. In addition to this, maintaining seo and marketing budgets within the exclusive items sold on the store.

### **Graphic & Web Design Manager**

Gorilla Gadgets  
January 2021 to March 2022

Created product graphics through photography. Managed all social media accounts including advertising. Built their online ecommerce website and managed online ecommerce listings such as Amazon, Walmart, Target, Best Buy and more. Handled all website SEO and gathered daily data analytics of current product trends, platform performance and ad performance.

### **Graphic & Web Designer**

Green Zebra Media  
February 2019 to January 2020

Graphic design for various clients. Helped with company marketing assets such as brochures, presentations, and print materials. Managed company website and redesign. Handled social media, SEO and ad spending promotions for generating awareness of their new technology.

### **Graphic Designer**

Blind Squirrel Games  
March 2017 to January 2019

Graphic design for various game titles. Helped with company marketing assets such as brochures, presentations, and print materials. Managed company website and redesign. Social media community management with live streaming, analytic reporting and ad spending.

### **Graphic & Web Designer**

Incredible Marketing

May 2015 to February 2017

Help design landing pages, full website redesigns, brochures, business cards, marketing flyers and social media advertisements for various company clients. Attended trade shows to help out with filming interviews/presentations.

### **Graphic & Web Designer**

ChargeAll

April 2014 to March 2015

Designed company promotional materials such as brochures, business cards, presentations and various advertising items both digital and physical. Managed companies social media sites and built their ecommerce website. Created product videos/photography, managed online sales, SEO and attended conventions and events to help promote company and its products.

### **Graphic Designer**

Egghart Consulting

June 2012 to March 2014

Designed company promotional materials such as brochures, business cards, presentations and various advertising items both digital and physical. Managed companies social media sites and build company website. Performed demo data entry for software, created software examples/video demo's and attended conventions and events to help promote company and its software.

### **Sales Associate**

Best Buy

September 2007 to May 2012

Assisted customers in finding what they needed both online and in store while providing services such as camera trainings and showing off interactive demos. Helped with setting up midnight launch events for various products, managed the store's social media accounts and contributed to the viewpoint team to collaborate with coworkers and create a fun environment by organizing store activities in order to increase employee morale.

## Education

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### **Bachelors in Film**

Full Sail University

## Links

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<https://www.envnetwork.com/aaronhoffman>

## Assessments

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### **Graphic design — Proficient**

April 2023

Using graphic design techniques and producing visual media to communicate concepts

Full results: [Proficient](#)

### **Marketing — Proficient**

June 2023

Understanding a target audience and how to best communicate with them

Full results: [Proficient](#)

### **Social media — Proficient**

April 2023

Knowledge of social media techniques and analytics interpretation

Full results: [Proficient](#)

### **Work style: Reliability — Proficient**

March 2023

Tendency to be reliable, dependable, and act with integrity at work

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.