



DANA HOFFMAN

CONTACT



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EDUCATION

Georgia College & State University

**B.A. in Mass Communication,
Rhetoric minor**

Graduated December 2024

SOFTWARE

- Adobe Creative Suite
- Microsoft Office Suite
- Canva
- Sprout Social
- Mailchimp
- DaVinci Resolve

SKILLS

- Conflict Resolution
- Team-oriented
- Dependable
- Time-Management
- Organized
- Adaptable

AWARDS

-University President's List
December 2020, December 2021, June 2022, January 2023, June 2023,
December 2023 January 2024
-Honors: Summa Cum Laude
-Most Supportive Crew Member
Bobcat Media Productions 2022

SCHOLARSHIP

Will-to-live scholarship

WORK EXPERIENCE

DreaBenz Production - Media Manager/Content Production Manager

March 2024 - May 2025 | Roswell, GA

- Develop and execute social media strategies for TikTok (96.9K followers), resulting in a 78% increase in follower engagement and a 54% growth in audience size.
- Manage content calendar and production schedules, ensuring timely delivery of high-quality posts and videos to maintain consistent brand presence and audience engagement.
- Analyze performance metrics and audience insights, leading to a 53% boost in channel video views.

GC360 - Assistant Technical Director

August 2024 - December 2024 | Milledgeville, GA

- Coordinated with production and technical teams to ensure seamless execution of live and pre-recorded broadcasts.
- Managed and maintained technical equipment, including cameras, lighting, and sound systems, ensuring all equipment was operational and optimized for each production.
- Assisted in training the reporters to edit and produce packages each week.

Bobcat Media Productions - Executive Board Member - Secretary

August 2020 - December 2024 | Milledgeville, GA

- Directed all internal logistics for 24 members
- Developed long-form and short-form content to assist student filmmakers in developing their production skills
- Taught new members the basic principles of cinematography and film equipment
- Delivered completed projects to film festivals to receive valuable feedback and continue growth as a filmmaker

Bobcat Film Festival - Social Media Manager

August 2023 - December 2024 | Milledgeville, GA

- Manage Facebook (9 followers), Instagram (230 followers), and Twitter/X (12 followers) accounts for the Bobcat Film Festival, held annually in spring
- Develop custom-made posts with InDesign and Photoshop

LEADERSHIP

ΑΠΗ Honor Society of the National Communication Association - President

August 2023 - December 2024 | Milledgeville, GA

- Spearheads the Sigma Nu chapter by making sure all 47 members are informed of sponsored events
- Collaborate with professors to create opportunities for members to gain more experience in their fields
- Inform members of extracurricular clubs or events that may interest them based on their concentrations

References available upon request.