



# DANA HOFFMAN

## CONTACT

- 678-900-7848
- hdana627@gmail.com
- [www.linkedin.com/in/dana-hoffman-200901232](https://www.linkedin.com/in/dana-hoffman-200901232)
- Johns Creek, GA 30005
- [https://www.youtube.com/channel/UCB5\\_jN2WOZOMWfahMTFnVCQ](https://www.youtube.com/channel/UCB5_jN2WOZOMWfahMTFnVCQ)

## EDUCATION

- Georgia College & State University**
- B.A. in Mass Communication,**
- Rhetoric minor**
- Graduated December 2024

## SOFTWARE

- Adobe Creative Suite
- Microsoft Office Suite
- CapCut
- Canon Cameras
- Web Design
- Panasonic Lumix
- Yamaha Mixer

## SKILLS

- Public speaking
- Conflict resolution
- Live broadcast experience
- Social media management
- Adaptable
- Time-management
- Team-oriented

## 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

### Media Manager - DreaBenz Production

March 2024 - PRESENT | Roswell, GA

- Develop and execute social media strategies for Youtube, resulting in a 78% increase in follower engagement and a 109% 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 overall views of channel videos.

### GC360 - Assistant Technical Director

August 2024 - December 2024 | Milledgeville, GA

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

### Bobcat Media Productions - Executive Board Member - Secretary

August 2020 - December 2024 | Milledgeville, GA

- Direct all internal logistics for 24 members
- Develop long-form and short-form content to assist student filmmakers in developing their production skills
- Teach new members the basic principles of cinematography and film equipment
- Deliver completed projects to film festivals to receive valuable feedback and continue growth as a film-maker

### WGUR - Reporter

January 2023 - May 2023 | Milledgeville, GA

- Produced original weekly news segment of the student-run radio show with sound bites and student reports
- Developed original news stories interviewing locals, students, and professors for stories about current events and trends

## 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