

Andrea Hoffmann

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Senior Content Creator / Corporate Communications Strategist

- Leads multi-channel content strategies aligning with brand goals and audience insights across digital and traditional platforms.
- Creates compelling editorial content and executive messaging to drive awareness and measurable business impact.
- Advises leadership on communication initiatives, providing data-informed counsel on positioning and stakeholder engagement.
- Translates complex topics into accessible narratives, collaborating with experts across global markets.
- Optimizes content strategy using performance analytics to ensure relevance, reach, and ROI.
- Drives cross-functional collaboration, guiding integrated marketing initiatives while mentoring creative talent.

Professional Skills

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|------------------------|----------------------------|------------------------------|
| • Agency management | • Copywriting | • Search engine optimization |
| • Brand management | • Digital marketing | • Social media marketing |
| • Budget management | • Executive communications | • Stakeholder engagement |
| • Campaign development | • Market analysis | • Storytelling |
| • Content marketing | • Public relations | • Thought leadership |
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Professional Experience

ACT 2 DISTRIBUTION, LLC. — Livingston, NJ | 2019 – Present

Communications Consultant

- Orchestrates strategic content ideation processes that transform business challenges into creative opportunities, consistently delivering breakthrough concepts that exceed client objectives.
- Crafts powerful taglines and brand messaging frameworks that establish distinctive market positioning and memorable customer experiences.
- Develops end-to-end lifecycle email campaigns implementing strategic A/B testing to maximize conversion rates and customer engagement.
- Reimagines brand personas and voice guidelines to refresh company positioning and strengthen audience connections across touchpoints.
- Leads production of multimedia storytelling assets—including video, social media content, and experiential elements—to bring campaigns to life.
- Transforms technical and complex subject matter into compelling thought leadership that positions clients as industry authorities.

Professional Experience (cont.)

TIAA — New York, NY | 2014 – 2019

Senior Creative Services Writer

- Created high-performing, multi-channel content to strengthen TIAA's brand and elevate the consumer financial services experience.
- Built strong cross-departmental partnerships to align messaging, strategy, and content execution across channels.
- Delivered compelling scripts, articles, and brand content optimized for YouTube, SEO, and customer engagement.
- Led major creative initiatives including TIAA's centennial campaign, balancing vision with voice and corporate messaging.
- Collaborated with video, design, and marketing teams to translate complex financial topics into clear, engaging content.
- Shaped brand voice and messaging guidelines to ensure clarity, consistency, and creativity across all communication platforms.

Other Experience

Communications Consultant

Hoffmann Communications – Livingston, NJ

2004 – 2014

Director of Communications

The MONY Group – New York, NY

2001 – 2004

Education

Hofstra University

Hempstead, NY

Bachelor of Arts, Liberal Arts

University of Akron

Akron, OH

Graduate Studies, Marketing

Publications

Hoffmann, A. (2023). *Get Them to Buy: Mastering Financial Services Marketing.* Amazon Publishing.