



# Michelle R. Hoffman

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## Profile

Motivated professional with a keen sense of creativity and excessive fervor for event planning. I am seeking a full-time position, where I can apply my knowledge and skills for continuous improvement.

## Education

**BACHELOR OF ARTS MAJOR IN ORGANIZATIONAL MANAGEMENT**  
Ashford University

## Work Experience

### MAKE-A-WISH GREATER PA AND WV

Regional Coordinator | Erie, PA | 2014- present

- Manage wish program for seven-county territory of northwest PA, including wish volunteers (approximately 100), part-time staff, and Erie's Young Professional Committee.
- Took over the planning and logistics for multiple internal and external events, including Highmark Walk for a Health Community, Edinboro University's annual wish reveal and Light Up a Child's Life campaign.
- Spearheaded re-branding efforts by creating new itineraries and materials to be used chapter wide.

### IADELUCA CHIROPRACTIC CENTER

Marketing Representative | Erie, PA | 2013-2014

- Led philanthropy efforts to increase community involvement by organizing events,
- Managed social media accounts and office promotions.
- Planned and organized first-ever Golf Fore Wishes to benefit Make-A-Wish.

### AMERICAN EAGLE OUTFITTERS

Assistant Manager | Lakewood, NY | 2008-2009

- Supported store manager with the daily operations of store, including inventory, visual merchandising, sales and staff onboarding, training and development.
- Increased customer service scores and credit card applications to meet targeted district goals.

## Skills

- Fundraising
- Community Outreach
- Event Planning
- Public Relations
- Salesforce
- Raiser's Edge
- Canva Designs

## Affiliations

### ERIE REGIONAL BUSINESS CHAMBER

Erie Ambassador, 2014-present

### NEW BLOSSOMS NEW LIFE FOUNDATION

Committee Member, Spring 2018- present