



Michelle R. Hoffman

T 814.806.4157
E michelle.r.hoffman530@gmail.com
A 3527 Zuck Rd
Erie, PA 16506

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