

# MICHAEL HOCHMAN

MARKETING MANAGER AND CONTENT PROFESSIONAL

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## PRIMARY MARKETING & CONTENT EXPERIENCE

### Marketing & Lifestyle Copywriter (Contract)

RentPath (ApartmentGuide • Rent.com) • Atlanta, Ga (Remote) • 2017 - Present

- Writing & researching original creative articles for website's 10 million-user city lifestyle guide
- Marketing articles utilized across company's four properties to increase customer engagement

### Marketing Advertising Writer (Contract)

Open World Events (Lego Brick Fest Live • Minefaire) • Warminster, Pa • 2018 - Present

- Coordinating social advertising for national fan event company to increase engagement & sales
- Creating, writing, placing, and analyzing large-scale social media campaign ad content
- Providing marketing copywriting email campaigns and interactive messaging across all channels

### Marketing Manager and Creative Director

Feith Systems & Software • Fort Washington, Pa • 2010 - 2016

- Managed all aspects of marketing, writing, and creative for enterprise software company
- Managed, wrote, and designed all print, social, web, and social marketing & ad campaigns
- Created, managed, wrote, designed, and evaluated all email marketing campaigns
- In charge of scheduling, marketing, managing, and running all conferences, seminars, trade show exhibitions, and webinars (including a series with over 3,500 registrants)
- During this time, webinar & seminar attendance increased 21,000% and 3,300%, respectively

### Writer and Columnist (Contributor)

beyond.com (Nexxt Networks) • King of Prussia, Pa • 2010

- Highest-viewed, most-reposted contributor of articles, columns, and interest pieces for national job-search website's business and information blog
- Created advice and information articles for target audience, increasing blog traffic by 200%

### Marketing and Advertising Copywriter (Contract)

Timmons & Company • Doylestown, Pa • 2010

- Wrote and designed special marketing projects for big-brand creative advertising agency
- Client verticals included financial, healthcare, manufacturing, entertainment, and more

### Marketing Copywriter and Advertising Account Representative

Audiomax Creative Advertising • Blue Bell, Pa • 2008 - 2009

- Created original, non-traditional marketing copy for a client base of over 200 accounts
- Directed writing, development, marketing consultation, script research, management of production, and distribution of all creative

### Marketing Coordinator

J. Gatta & Sons • Philadelphia, Pa • 2006 - 2007

- Created brand-new marketing department and initiated all-encompassing marketing plan
- Coordinated all campaigns between wholesaler, distributor, retailer, and customer
- Increased advertising and co-op profile from a zero-budget to positive return-on-investment

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## RELATED MARKETING & CONTENT EXPERIENCE

### Writer, Producer, and Director of Marketing (Ongoing Project)

Bowling Alley Lunch Entertainment • Holland, Pa • 2013 - Present

- Co-writer and co-producer of disability-focused comedy webseries with over 50,000 views
- Manager of series marketing initiatives which have received press on Mashable, The Guardian, and Daily Dot, in the *Philadelphia Inquirer* and *Chicago Tribune*, and more
- Associate writer for comedy initiatives, including large-scale project for *The Guardian*, appearances on *The Nightly Show with Larry Wilmore*, and at the Chicago Women's Funny Festival, Joe Conklin's Comedy Night, SteelStacks, and The Kennedy Center

### Marketing Consultant and Copywriter (Contract)

The Mayerson Law Office • Spring City, Pa • 2009 - 2010

- Generated promotional copy for web marketing initiatives and Web 2.0 applications
- Increased interactive online marketing presence by 50% and increased traffic profile by 130%

### Magazine Marketing Copywriter

Radio-TV Interview Report Magazine • Lansdowne, Pa • 2006 - 2007

- Researched and wrote marketing copy and feature articles for nationally-distributed media trade magazine, including in-depth interviews with feature subjects and design

## RELATED BROADCASTING & MEDIA EXPERIENCE

### Director of Programming, Marketing, Promotion, and New Media

KWCV-TV (KSCW-TV) WB33 (Banks Broadcasting • LIN Media) • Wichita, Ks • 1999 - 2001

- Managed all on-air promotion and community marketing initiatives
- Researched, purchased, scheduled, and evaluated all programming for new sign-on
- Designed and maintained station website and directed new-media initiatives

### Program Director

KSAS-TV FOX24 • KSCC-TV UPN36 (Clear Channel Television) • Wichita, Ks • 1997 - 1999

- Created and maintained station website including content writing and data downloads
- Researched, purchased, scheduled, and evaluated programming for primary & LMA duopoly
- Supervised shared newscast, production of local programming, and program-length advertising

## LEADERSHIP

### Board Member, Board of Directors

Community Justice Center of New Jersey • Trenton, NJ • 2017 - Present

- Board Member at non-profit law firm assisting low-income, homeless, & disabled returning veterans

## EDUCATION

**Syracuse University (SI Newhouse School of Public Communications)** • Syracuse, NY

- B.S. Communications: Producing for Electronic Media (Television Radio & Film Production)