

# Eric S. Hoffman

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**Seasoned professional writer with expertise across multiple channels. Adept at flexing between complex and creative. I make big ideas clear.**

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## *Top Skills*

- **Grant Writing** – Secured funding from state resources, private foundations, and corporate partners. Meticulous adherence to proposal requirements combined with impactful project articulation demonstrating funder alignment.
- **Technical Writing** – Certified Professional Technical Communicator with high-value skillset bridging communications between subject-matter experts (SMEs) and their audience.
- **Content Creation** – Self-directed blogger, creative writer, and published author. Owned and orchestrated all stages of content journey from conception through publication.
- **Editing and Proofreading** – Certified copyeditor evaluating content for substance, purpose, continuity, accuracy, and style.

## *Experience*

### **The Brilliance School, Garfield Heights, Ohio**

#### ***Grant and Technical Writer***

**10/2023-Present**

Primary communications administrator for K-8 public charter school. Research and write grant proposals and support reporting requirements. Design and administrate school websites ([thebrillianceschool.org](http://thebrillianceschool.org)). Create and post content on school social media accounts. Create and publish multimedia marketing collateral in support of funding acquisition, program partnerships, student recruitment, and enrollment. Craft official school communications for families, funders, community partners, regulatory agencies, and local leadership. Perform other communication projects as directed by school Principal and Managing Director.

### **Valtronic Technologies, Solon, Ohio (Contract)**

#### ***Technical Writer***

**3/2023-9/2023**

Diverse writing and editing role for a medical device manufacturer. Led review meetings with SMEs to improve the quality and utility of process guides. Collaborated with operators and engineers to document sophisticated procedures and equipment. Oversaw strategic document improvements across the organization with a focus on process improvement and regulatory compliance. Presented project overviews and updates to upper management and executive team.

### **ericshoffman.com, Kuala Lumpur, Malaysia / Cleveland, Ohio**

#### ***Freelance Writer***

**11/2018-3/2023**

Built and maintained WordPress blogging site to chronicle three-year relocation abroad. Managed all aspects of website design, administration, content creation, copywriting, promotion, and optimization. Captured, selected, and incorporated dynamic media to enhance visual storytelling and engagement. Grew and maintained email subscriber list for promotional newsletters. Wrote and self-published highly rated adventure novel: *The Ballad of Clay Moore*. Drove sales via targeted digital marketing

campaigns including keyword optimization, pay-per-click (PPC) ad placements, and promotional email newsletters to achieve over 5,000 Kindle downloads and 180,000 Kindle Unlimited Normalized Pages read (KENP). Shortlisted for the Rubery International Book Award.

**LSP Technologies, Dublin, Ohio**

***Technical Writer***

**10/2016-05/2018**

Wrote and edited an array of B2B marketing content including press releases, blog posts, magazine articles, case studies, landing pages, infographics, slide presentations, and social media posts. Reviewed and edited technical manuals, documentation, internal communications, white papers, and proposals. Administrated company WordPress website. Interviewed subject-matter experts and coordinated live webinars with prospective clients. Developed training and onboarding sessions for new employees.

**Isportsweb.com, Remote in Columbus, Ohio**

***Correspondent***

**08/2016-11/2016**

Wrote and published weekly articles for a national sports website. Promoted site content across social media platforms and channels. Selected and captioned media as appropriate.

**Columbus Literacy Council, Columbus, Ohio**

***Communications Intern***

**05/2016-07/2016**

Designed and implemented lessons on American English and culture. Tutored non-native English speakers and low-literacy adults.

**Half Price Books, Columbus, Ohio**

***Sales Associate/Shift Manager***

**02/2007-05/2015**

Executed store-wide leadership responsibilities including training, scheduling, supervision, and motivation of 20+ employee team. Fulfilled ongoing merchandising, inventory management, consignment purchasing, and customer service responsibilities.

## ***Education***

BA Communications, 2016, The Ohio State University, Columbus, Ohio

## ***Certifications***

*Certified Professional Technical Communicator*, 2023, Society for Technical Communication

*Certificate in Editing*, 2023, Poynter ACES American Copy Editors Society

*Content Marketing and Search Engine Optimization (SEO) Certified*, 2023, HubSpot Academy

## ***Software and Tools***

Microsoft Word, Microsoft PowerPoint, WordPress CMS, Chat GPT, Google Suite, Canva