

# Eric S. Hoffman

Sagamore Hills, Ohio • (440) 694-2622  
Eric.s.hoffman.writer@gmail.com • [www.ericshoffman.com](http://www.ericshoffman.com)

**Seasoned professional writer specializing in SME collaboration and audience-focused narrative. Adept at flexing between complex and creative. I make big ideas clear.**

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## Core Skills

- **Technical Writing** – STC-Certified Technical Writer adept at translating complex information into user-aligned content. Strategic coordination with subject-matter experts (SMEs) to articulate technical communications that remain accessible, empowering, and clear.
- **Grant and Proposal Writing** – Meticulous adherence to RFP requirements combined with high-impact narrative articulation of project elements. Coordination with cross-departmental stakeholders to compile and integrate coherent, target-aligned deliverables.
- **Content Creation** – Accomplished narrative writer and storyteller. Experienced blogger, interviewer, project manager, creative writer, graphic designer, and published author. Owned and orchestrated all stages of content journey from conception through publication.
- **Marketing and Design** – Thoughtful copy integrated with compelling visual collateral to enhance brand reputation and support awareness, engagement, and calls-to-action.
- **Strategic Insight and Analysis** – Deconstruction of complex business challenges to provide nuanced feedback and strategic recommendations. Facilitating knowledge transfer and objectives alignment among diverse, cross-functional teams.

## Experience

### The Brilliance School, Garfield Heights, Ohio

#### *Manager of Grants and Communications*

**10/2023-Present**

Proposal specialist and communications administrator for K-8 public charter school.

- Drafted longform applications and proposals for school expansion and startup funding.
- Drafted grant proposals to secure project funding from state agencies and private foundations.
- Responded to RFIs and related queries with detailed organizational and project reports.
- Integrated project narratives, timelines, and budgets into comprehensive submission packages.
- Drafted and compiled comprehensive submission packages to secure school charter reauthorization and contract renewal with state regulatory agencies.
- Redesigned school website to enhance branding, recruitment, and engagement.
- Designed extensive marketing collateral including print media and digital ad campaigns driving 20% increase in student enrollment.
- Executed additional duties as directed by school leadership including official communications for families, funders, community partners, oversight agencies, and local leadership.

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

#### *Technical Writer*

**3/2023-9/2023**

Senior technical writing and editing role for a medical device manufacturer.

- Oversaw strategic document improvements across the organization with a focus on process improvement and regulatory compliance.

- Collaborated with engineers, project managers, department heads, equipment operators, and production personnel to document sophisticated assemblies and procedures.
- Coordinated review meetings with SMEs to improve the quality and utility of process guides.
- Wrote, edited, updated, and published various technical documents and templates.
- Developed an organizational repository of templates, style guides, and boilerplate content.
- Presented project overviews and updates to upper management and executive team.

## **ericshoffman.com, Kuala Lumpur, Malaysia**

### ***Freelance Writer and Author***

**11/2018-3/2023**

Personal projects and freelance work during three-year relocation abroad.

- Designed and administrated personal website and blogging platform: [ericshoffman.com](http://ericshoffman.com)
  - Managed all aspects of website design, administration, content creation, and promotion.
  - Wrote and published dozens of original longform articles highlighting international experiences, lifestyle, and cultural immersion.
  - Cultivated 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.
  - Over 5,000 Kindle downloads and 180,000 Kindle Unlimited Normalized Pages (KENP).
  - Shortlisted for the Rubery International Book Award.

## **LSP Technologies, Dublin, Ohio**

### ***Technical Writer***

**10/2016-05/2018**

Business Development support role for high-tech material processing firm.

- Wrote and distributed an array of B2B marketing content including press releases, blog posts, landing pages, case studies, magazine articles, white papers, and slide presentations.
- Supported proposal development and review. Ensured all submissions aligned with RFP criteria.
- Coordinated live webinars connecting organizational SMEs with prospective clients.
- Developed training and onboarding sessions for new employees.

## **Half Price Books, Columbus, Ohio**

### ***Sales Associate/Shift Manager***

**02/2007-05/2015**

- Executed store-wide leadership responsibilities including training, scheduling, management, supervision, and coordination of 20+ employee team.
- Fulfilled ongoing merchandising, inventory management, 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

## ***Software and Tools***

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