

# Allan Hoving

## Professional experience

### **Digital Content Marketing**

#### **Multiple Engagements, July 2017 – present**

Work with a variety of established and startup companies to re-launch and/or optimize websites using blogs, video, podcasts, email, social media, SEO, SEM, paid campaigns. Strategize, plan, execute, analyze, monetize.

#### **Marketing Portfolio:**

<http://www.krop.com/ahoving>

### **Digital Marketing Manager**

#### **Verve Mobile, July 2016 – June 2017**

Responsible for verve.com website, social media accounts, and inbound lead development for Verve mobile-advertising platform. Work with team members to upgrade site design and functionality, add content, optimize for mobile user experience. Daily posting on LinkedIn, Twitter, Facebook, Instagram; execute paid social programs, email marketing.

### **Marketing Manager**

#### **Tantor Audio, February 2011 – February 2015**

Directed launch of Tantor.com mobile-optimized e-commerce site for leading audiobooks company. Executed email marketing campaigns with high open and click-through rates. Managed social media marketing. Spearheaded mobile ad unit with Publishers Weekly, generating record results. Exceeded revenue goals.

### **Online Community Director**

#### **IQPC/Penton Learning Systems, June 2010 – December 2010**

Manage and grow the company's HR vertical. Develop content, work with in-house and freelance writers, columnists, developers, designers. Create profitable interactive products, including podcasts, webinars and online conferences. Oversee production of email and other marketing campaigns to drive business.

### **Online Product Manager**

#### **F+W Media, December 2008 – December 2009**

Manage the online and digital offerings of a dozen enthusiast communities to deliver value to customers and revenue to the bottom line. Consolidated multiple sites into single community portals based on new CMS; launched automated enewsletters. Identified emerging in-text advertising technology and implemented customized solution that exceeded goals. Ramped up PPV video and subscription products.

### **Managing Editor, Online Content/Community**

#### **ExecuNet.com, November 2004 – November 2008**

Serve and develop online community for 25,000+ paid members of Executive Career Website. Manage content and networking features, online forums and special interest groups. Write and produce weekly email newsletter; update Web content; work with expert moderators and other contributors. Write and assist in the production of marketing communications; host online sessions and participate in local networking meetings. Continuously improve user experience and add value to membership.

### **Managing Editor**

#### **HR Outsourcing Today, April 2002 – April 2003**

Develop, launch, and edit monthly B2B magazine in the Human Resources industry. Copy-edit columns, departments, and feature stories; write and assign articles; work with design director on magazine layout and graphics. Responsible for budgeting and managing in-house and freelance staff. Supervise digital, Web-based, and computer-to-plate production process resulting in substantial cost savings.

### **Editor/Publishing Director, MEDIA Magazine**

#### **MediaPost Communications, May 2000 - February 2002**

Responsible for all phases of startup 52-page monthly print magazine, from editorial lineup to computer-to-plate production process. Integrate all content with companion website. Assist advertising and marketing efforts, including creation of sales and marketing materials in all media. Supervise staff and freelancers.

### **Custom Publishing Director**

#### **F&G/Thomson Financial, April 1994 - May 2000**

Conceive, help sell, and then entirely produce highly profitable supplements and other custom publishing business for 20 technology trade magazines and companion Websites. Work with sales force to prepare sales materials, proposals, budgets, schedules; then act as primary liaison with clients for all creative services. Conceptualize content and design, assign writers and illustrators, edit, then guide through production to print and Web.

### **Editor, Special Advertising Sections**

#### **New York Magazine, July 1987 - March 1994**

Produce magazine supplements that generate millions of dollars in new revenue for weekly magazine. Develop concepts, outlines, budgets; assign, edit, write, design with Mac/Quark, Illustrator, Photoshop. Work with writers, design director, production department. Supervise freelance researchers and proofreaders. Contact with advertising sales staff, advertisers. Produce advertising and promotional materials.

### **Assistant Editor**

#### **Rolling Stone Magazine, April 1981 - November 1985**

Copy-edit articles, edit letters page, contribute staff articles. Work with design and production departments. Research, report, evaluate manuscripts, transcribe interviews.

## **Education**

Quinnipiac University, School of Communications

Hamden, CT

**Master of Science, Interactive Communications**

Columbia College

Columbia University

New York City

**Bachelor of Arts, with Honors, English Literature**