

PAUL HOFF JR.

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MARKETING PROJECT MANAGER

Provide Creative Solutions to Grow Customer Demand

Adept in go-to-market strategies and leading management of end-to-end high impact projects. Create solutions involving clear communication with cross-functional stakeholders. Capacity to control cost, manage risk, and deliver high quality results, including college integration, CRM optimization, product management structure, consumer persona development, and agency management within Fortune 500 company. Known for being resourceful, thorough, communicating best practices, and simultaneously working on multiple projects. Open to Relocation.

- **Strategy Development**
- **Budgeting & Scheduling**
- **Timeline Planning**
- **Project Execution**

EXPERIENCE

HARLEY-DAVIDSON MOTOR COMPANY, Milwaukee, WI

2012 - 2020

Marketing and Brand Associate

2017 - 2020

Served as Project Manager for marketing initiatives that propelled Harley-Davidson as a market shaper by navigating ambiguous goals to create lasting Marketing and Brand deliverables.

- Rider Training Lead: Spearheaded department's college integration campaign, launching nationally reported proof of concept for Riding Academy as a college credited course.
- Authored step-by-step marketing strategy for dealers and field teams to start bespoke college integration plans, partnering with creative teams to publish a college marketing guidebook for 250 Riding Academy dealers.
- Consumer Portfolio Management Lead: Established new Optimal Product Process, designing consumer personas and developing product opportunities based on consumer research for presentation to new product development teams.
- Vehicle Portfolio Management Lead: Orchestrated design and implementation of vehicle product line strategy guiding Product Managers decisions, populating MY19 strategies in collaboration with Product Managers and other stakeholders to acquire best practices, build process maps, launch overall process, and initiate review cadence for 25+ active vehicles.
- Created and executed Vehicle Product Roadmap containing 116 historical, current, and future vehicles with 350 lines of corresponding sales, MSRP, launch, refresh, and sunset data to devise a full portfolio view of past, present, and future.
- Dealer Digital Program Lead: Formed strategy and process of real-time call center treatment, resulting in 28,944 leads contacted and scheduling 3.5K appointments or hot leads for 168 dealerships in first 2 months of program.
- Composed bi-annual presentations, communicating project successes and improvements to group of 30 - 70 marketing managers.

Group Tour Marketing and Sales

2012 - 2017

Cultivated relationships with local and international, corporate, and tour operator clients to guide them in the sales process from initial interaction, purchase, to follow-up and secondary sales.

HARLEY-DAVIDSON MOTOR COMPANY (Continued)

- Facilitated sales and experience for 3,266 corporate clients and 18,244 total group tours, 2016.
- Developed web copy, sales tools, forms, and brochures to promote group tours.
- Counseled cross-functional areas, including retail, restaurant, rivet sales, HOG Tours, School Tours, and event sales to align promotional and web content.
- Supervised H-D Museum social community on Facebook, Twitter, and Instagram, corresponding with interested customers to communicate accurate information.
- Prepared sales contracts, aligning with customer terms and budget.
- Prioritized multiple projects, accomplishing high standard of quality within time constraints.
- Maintained detailed views of sales, cash flow, attendance records, and forecasts.
- Achieved top sales person 2015, 2016, 2017 by cultivating customer relationships and gaining reoccurring sales of high profit tours.

MENARDS, INC., Germantown, WI

2009 - 2012

Receiving Manager

Supervised 15 - 30 retail associates in the successful day-to-day operations of lumberyard and receiving department. Trained new associates on customer service, forklift, order picker vehicles, and inventory systems.

- Maintained clean and accessible product displays to increase sales.
- Monitored sales against paid hours, achieving daily and monthly sales targets.
- Delivered excellent service to every customer by guiding customers to correct product and instructions for proper use.

EDUCATION

Bachelor of Science (BS), Business Administration,
University of Wisconsin - Eau Claire, Eau Claire, WI

PROFESSIONAL DEVELOPMENT / TRAINING

Harley-Davidson Project Management Training for Project Leaders
Optimal Product Planning Training by 280 Group
Project Management Professional Certification (In-Process)
Google Analytics

COMMUNITY AFFILIATIONS

Site Lead, Harley-Davidson Young Professional BERG
Treasurer, Toastmasters International
Volunteer, Eau Claire Public Schools Library Friends
Team Member, Eau Claire Rugby Football Club