

SAM HOFFER

Brand & Growth Marketer

717-824-6418 | Philadelphia, PA | samphoffer@gmail.com | www.sam-hoffer.com

SUMMARY

Marketing executive with a builder's track record — taking functions from zero, scaling teams, and driving measurable revenue growth in fast-moving environments. Known for combining brand and demand generation strategy with hands-on innovation, including developing proprietary AI-powered tools that automate workflows and surface real-time market intelligence. Experienced operating at the board level and comfortable owning both the strategic vision and the execution.

AWARDS

2026 HousingWire Marketing Leaders · 2025 Progress in Lending Marketing Trailblazer

CORE COMPETENCIES

Demand Generation & Pipeline Growth · Brand Strategy & Relaunch · Revenue Marketing · Lifecycle Marketing · Team Building & Leadership · AI & Automation Implementation · Marketing Operations · Board-Level Reporting · SEO & Organic Growth · Paid Media Strategy · HubSpot · Multi-Touch Attribution · Go-to-Market Strategy

EXPERIENCE

Asset Based Lending — Cherry Hill, NJ 2024–Present

VP, Brand & Growth Marketing

Brand & Growth Marketing Manager 2024-2025

- Inherited a collapsing lead pipeline (72% decline, March–June) and reversed it by bringing the function fully in-house — growing paid leads from 349 to 959 in five months, reaching an all-time high, with a current three-month average of 1,338 paid leads vs. a prior agency average of ~460; drove a concurrent 36% lift in organic conversion rate.
- Built and scaled an eight-person specialized marketing team from the ground up, defining roles, workflows, and tooling to support a sales force that doubled in size.
- Managed a \$3.95M marketing budget, deploying \$2.89M through deliberate channel reprioritization and vendor consolidation, finishing ~27% under plan while accelerating pipeline growth.
- Led a company-wide rebrand of a 15-year-old private lender — modernizing brand identity while preserving core values, executed through full multi-channel activation including internal organizational rollout and a social storytelling campaign bridging the company's history with its forward vision.
- Mapped the full borrower lifecycle journey and built email and paid programs across acquisition, nurture, and reactivation, influencing \$34.3M in funded volume and \$83.1M in open pipeline within the first six months of program launch.
- Improved lead quality and conversion efficiency, increasing positive leads 13% QoQ and reducing wasted sales effort.
- Led GTM strategy and executive presentation for Basis, a borrower/broker portal launching July 2026, including brand positioning and campaign development.
- Delivered board-level strategy work including competitive positioning analysis, geographic growth mapping, and quarterly marketing performance reporting to executive leadership.
- Built AI-powered internal tooling to scale team operations: an automated paid advertising platform that monitors market trends in real-time and automates ad scheduling, copy, keyword management, and match-type optimization, saving multiple hours of manual work weekly; and a team intelligence platform providing each member a unified project workspace, role-specific performance signals, and market movement alerts to inform content and channel strategy.

UMortgage — Philadelphia, PA 2021–2024

Brand Marketing Manager

Digital Marketing Specialist 2022–2023

Social Media Coordinator 2021–2022

- Grew LinkedIn, Facebook, and Instagram followings by 43% and increased web traffic 34% YoY through SEO-focused content strategy and paid advertising.
- Launched Agent Connect, a partner platform connecting Loan Originators with Real Estate Agents, onboarding 500+ agents at launch.
- Introduced marketing automation to the tech stack, achieving an average email open rate of 58% across Bankrate pipeline nurture sequences.
- Partnered with Sales to align campaigns with originator strategies, increasing Loan Originators' use of marketing resources by 17%.
- Developed industry-specific training webinars on real estate trends and best practices, regularly attracting 150+ monthly attendees and establishing UMortgage as a thought leader in the space.
- Built and led a cross-functional team of graphic designers, video producers, copywriters, and social coordinators — promoting 60% of direct reports during tenure.

EDUCATION

Fashion Institute of Technology 2019

BA, Creative Advertising & Marketing Communications