

JEFFREY J. HOFFMAN

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SUMMARY:

Writer, editor and financial analyst with 14 years of experience in journalism and 10 years of experience in equity research. Sector knowledge in technology, media, clean energy and sustainable transportation. Fluent in Mandarin Chinese.

BUSINESS/FINANCE

2010-present

Corporate Communications Consultant, Oakland, CA

- Advisor to companies and non-profit organizations on media and public relations
- Wrote executive speeches, white papers, press releases and social media content
- Clients include Kleenspeed Technologies Inc. (electric vehicle systems), Prysm Inc. (digital display technology) and 350.org (environmental advocacy)

2010

Wells Fargo Securities LLC, New York, NY

Associate Equity Analyst, Clean Technologies

- Covered solar energy and smart grid equipment manufacturers
- Wrote launch reports, quarterly earnings analyses, and a weekly newsletter on developments in the solar industry

2008-2010

Blossom Investment Management, Larkspur, CA

Equity Research Analyst

- Helped develop investment strategy, selected stocks and wrote launch documents for a hedge fund dedicated to renewable energy and clean transportation
- Researched public companies in industries including clean energy, electric vehicles, advanced batteries, hydrogen fuel cells and energy efficiency

2007-2010

Security Research Associates, Larkspur, CA

Equity Research Analyst

- Consulted for institutional clients of a boutique brokerage on public and private investments in the clean energy and alternative transportation sectors
- Provided custom research and buy/sell recommendations.

2001-2008

Faxon Research, Larkspur, CA

Equity Research Analyst

- Conducted fundamental research on technology, media and telecommunications companies
- Areas of coverage included semiconductors, personal computers, enterprise and consumer software, wireless and wireline communication equipment and services, and government and commercial information technology services
- Helped select stocks for institutional clients including Friess Associates, manager of the Brandywine funds.

JOURNALISM

1997-2001

Freelance journalist based in San Francisco, CA

- Reported, wrote and produced spot news and feature segments on technology, business and the environment for KQED-FM, a National Public Radio (NPR) member station. Contributed to NPR programs including Weekend Edition and Living on Earth
- Wrote feature stories on technology and finance for magazines including Forbes ASAP and The Industry Standard

1998-2001

Research Magazine, San Francisco, CA

Technology columnist/Contributing editor

- Wrote a monthly column on investing in computer and telecommunications hardware and software, networking and other high-tech sectors
- Edited a monthly column on investing in foreign markets

1998

TheStreet.com, San Francisco, CA

Staff reporter

- Covered the telecommunications industry, with an emphasis on fiber optics, broadband wireless and other communications technologies

1995-1997

Freelance journalist based in Dallas, TX

- Wrote for media including Business Week, The Dallas Morning News and Bloomberg News
- Reported and produced segments on business and local affairs for KERA-FM, a National Public Radio (NPR) member station.

1992-1995

The Associated Press, New York, NY

Business Desk (1993-1995)

Supervising editor/International business writer

- Edited breaking stories and feature articles on U.S. and international business and economics
- Coordinated the reporting of New York-based writers and correspondents worldwide
- Wrote columns and features on financial markets, international trade and economics

International Desk (1992)

General assignment editor

- Edited spot news and feature articles from Asia, Europe and Latin America

1991-1992

United Press International, Taipei, Taiwan

Taiwan correspondent

- Wrote spot news and feature articles on business, politics, social issues and culture

1988-1992

Freelance journalist based in Taipei, Taiwan

- Wrote spot news and feature articles for publications including Newsweek, The New York Times, and The Washington Post
- Covered the country's first democratic elections, détente with China and the economic transformation from labor-intensive manufacturing to high-tech industries and services.
- Reported and wrote 12/91 Newsweek International cover story, "Taiwan: In Search of Itself"

EDUCATION:

University of California at Berkeley, Berkeley, CA

B.A., History and Asian Studies, 1988