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## **Tate and Hoffmann promoted at Hoffmann**

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Hoffmann Architects, an architecture and engineering firm specializing in the rehabilitation of building exteriors, has promoted two employees.

Cari Tate has been recognized for her leadership in spearheading marketing initiatives with a promotion from marketing coordinator to marketing manager. As marketing manager, she is responsible for managing responses to Requests for Proposals (RFPs) and Requests for Qualifications (RFQs), overseeing website development, creating and maintaining project and client profiles, producing electronic and print marketing materials, planning for events, and developing successful marketing strategies.

Alison Hoffmann has been promoted from public relations coordinator to public relations manager. Hoffmann is responsible for producing the award-winning Hoffmann Architects Journal, which covers topics relating to building envelope rehabilitation and professional practice.

Hoffmann is also responsible for award nominations, presentation development, website copy, articles, social media, marketing correspondence, direct mail campaigns, and promotional materials.

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