

Ffej Caplan

35 Ardsley Ave,
S. Portland, ME 04106
(914) 484-7040
ffej.caplan@gmail.com

KEY EXPERIENCE

Coding Boot Camp University of New Hampshire Current Part-Time Student - Graduating September 2020

Seacoast Coffee Company, Portland, ME March 2019 - March 2020

Cold Brew Operations Lead / Head Brewer

In Spring of 2020, Seacoast Coffee Company purchased my business, Maine Cold Brew Coffee. While working for Seacoast Coffee Company, I executed responsibilities for both businesses as laid out below:

- Managed all product development and production for Maine Cold Brew
- Coordinated with state and local government agencies to attain necessary permits and licenses
- Designed customized cold brew solutions for customers
- Created and implemented growth strategies
- Installed and maintained cold brew tap systems
- Assisted with production and delivery for Seacoast Coffee products

Maine Cold Brew Coffee, Portland, ME March 2018 - March 2020

Owner / Brewer *[Purchased by Seacoast Coffee Company in Spring of 2019]*

- Identified an opportunity within the market and developed and tested a market-ready product
- Formed an LLC under the name Maine Cold Brew Coffee
- Secured state-approved production space
- Created and implemented a customized brewing system capable of brewing up to 60 gallons of finished product
- Contracted a graphic designer and web designer to create and develop a brand
- Collaborated with Yes Brewing and Foulmouthed Brewing on 5 different beers

Simon & Schuster, Portland, ME January 2013 - March 2016

Associate Managing Editor (Scribner and Touchstone Divisions)

- Managed production of all titles published under the Scribner and Touchstone imprints (~200 titles annually) in both print and ebook formats;
- Established and implemented production deadlines
- Reviewed and tracked all materials passed into production (manuscripts, photos, previously missing text elements) to ensure each element met the necessary specifications for use in both print and electronic formats
- Collected and approved metadata for digital catalog to be delivered to online retailers seasonally; executed strategic "off cycle" data feeds, such as cover, title, and author reveals, to optimize marketing opportunities
- Managed and oversaw a production team of eight from the Copyediting, eBooks,

Education

Kenyon College

Bachelor of Arts, Music
Graduated Spring 2012

SKILLS

Strong multi-tasker and independent worker

Google Suites

Proven organizational skills and eye for detail

Event and project management

Microsoft Office Suite

Proficient in Windows and Apple operating systems

Certifications

Certified Food Protection Manager (Issued 04/04/2018)

Production, and Desktop departments; led weekly status update meetings with production teams

- Set publication dates to maximize retail opportunities for all Scribner and Touchstone titles

Likeable Local, Portland, ME

September 2016 - March 2017

Content Strategy Associate

- Managed creation of monthly custom social media content (Facebook, Twitter, Instagram, and LinkedIn) for 1,000+ small business clients
- Scheduled custom content to strategically boost visibility and interaction on client social media sites
- Drove traffic to client websites through content and ad creation
- Audited client websites; proofread for spelling and grammatical mistakes

ADDITIONAL EXPERIENCE

Strictly Cold Brew, Portland, ME

April 2017 - December 2017

Co-Owner & Head Brewer

- Started a successful Cold Brew Coffee mobile vending cart, which achieved profitability in its first season
- Custom built the cart to fit the specific needs of the business
- Created a proprietary recipe for cold brew coffee
- Brewed and kegged all cold brew coffee for the cart

Hella Good Tacos, Portland, ME

September 2017 - September 2018

Line Cook & Front of House Staff

- Fulfilled orders for customers
- Assessed preparation needs on the line and execute
- Maintained inventory
- As needed, served as front of house staff and interface directly with customers

Mami Portland, Portland, ME

September 2017 - September 2018

Front of House Staff

- Provided a positive and informative experience for customers
- Took orders and run food to customers
- Ensured serving and dining areas were clean and welcoming

Jones Lang LaSalle (JLL), New York, NY

Fall 2012

Project Management Intern

- Spearheaded JLL's fundraising and event planning for American Friends of Rabin Medical Center annual gala
- Personally raised over \$150,000 through coordinated calling and emailing efforts
- Event coordination and stage management for annual gala (400+ guests), raising over \$1 Million