

# Jacob Hoefler

54 Danielle Ct, Lawrenceville, NJ 08648 | Jacob.hoefler@gmail.com |

(515)509-4367 |

## EXPERIENCE

**Labyrinth Books** (609)497-1600 | Princeton NJ

*Front-list Buyer* | August 2019 – October 2022

Purchase new titles for the store, coordinate with publishing reps and agents

*Audio/Visual Engineer* | September 2019 - October 2022

Record and livestream in store events, edit events for later release across platforms, Built and manage stores Youtube account

*Graphic Designer/Social Media Manager* | July 2020 – October 2022

Prepare images and ads for cross-platform promotion, using Adobe InDesign and Photoshop. Started and runs stores Instagram account

*Bookseller* | August 2017 - October 2022

Customer service, phone calls, restock, making displays, inventory management in Wordstock and Booklog, SQL management for amz web services

**Lillipies Bakery** (609)432-2100 | Princeton NJ

*Pastry Cook* | October 2019- July 2021, October 2022 - June 2023

Bake and prepare cakes, pies, breads, etc. Knowledge of food safe practices

*Barista* | October 2019 – July 2021, October 2022 - June 2023

Coffee/Espresso service, customer service

**Yum Kitchen & Bakery** (952)922-4000 | St. Louis Park, MN

*Pastry Cook* | November 2015 – July 2017

Bake and prepare cakes, pies, breads, etc. Knowledge of food safe practices

**Magers & Quinn Booksellers** (612)822-4611 | Minneapolis, MN

*Bookseller* | March 2016 – July 2017

Customer Service, restock, making displays, inventory management with Basil

## EDUCATION

**Rutgers Coding Bootcamp** New Brunswick, NJ

Certificate program | Aug 2023 - Nov 2023

**University of Minnesota** Minneapolis, MN

Bachelor of History | 2011 - 2015

**Ames Highschool** Ames, IA

Diploma | 2007 - 2010

## **SKILLS**

### **Coding:**

HTML, JavaScript, CSS, React, SQL, MongoDB, Markdown

**packages:** sass, node, mongoose, sequelize, vite, bootstrap, tailwind, handlebars, bcrypt, jquery, express, cookie-parser, etc.

### **Editing & Graphic Design:**

Davinci Resolve, Adobe Photoshop, InDesign, After Effects, Youtube Studio, Crowdcast

### **General:**

All microsoft office programs (excels in excel), Basil, Booklog, Square, Wordstock

## **VOLUNTEER WORK**

S.O.A.R 2007 – 2016 Raptor rehabilitation, care. Ran educational workshops for the public

Princeton Mutual Aid 2020 - 2022 Graphic designer, volunteer, grocery drop off and the like.