

Jacob Hoefler

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(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 - June2023

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

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, Crowdcaster

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.