

# J. Brett Hoyer

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## COLLEGIATE EDUCATION:

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- **The Pennsylvania State University**  
*Schreyer Honors College* Graduate: December 2011
  - Cumulative GPA: **3.90/4.0**
- Smeal College of Business*
  - Bachelor of Science in Business Marketing Marketing GPA: 3.89/4.0
- The College of the Liberal Arts*
  - Bachelor of Arts in Sociology Sociology GPA: 3.95/4.0
  - Honors Thesis, "Constructing Job Satisfaction Through Workplace Factors"

## TECHNICAL EXPERIENCE:

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- **The Starter League** Fall 2012-Present  
*Web Development Student*
  - Learning web development using Ruby on Rails, jQuery, AJAX, HTML, and CSS
  - Gaining understanding of object-oriented programming, in conjunction with the MVC architecture
  - Consuming API data to integrate popular social media and job-search applications
  - Working in collaboration with UI/UX professionals, as well as front-end developers, to create meaningful, database-backed, web applications

## WORK EXPERIENCE:

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- **Axis Coding** Summer 2012-Present  
*Co-founder and Director of Sales*
  - Prospected local businesses in need of help adjusting to the growing presence of the mobile web
  - Orchestrated sales meetings with prospective clients, explaining the monetary benefits associated with upgrading their current web apps to display properly across devices
  - Began learning web development alongside seasoned designer and developer
- **Population Research Institute, The Pennsylvania State University** Summer 2011-Fall 2012  
*Research Assistant*
  - Aided in initiating research project funded by the National Institutes of Health, "Mexican Children of Immigrants: Health Care Access and Utilization." Dr. Nancy Landale, principle investigator, Dr. Deborah R. Graefe, research supervisor, Dr. Gordon F. De Jong, research supervisor
  - Coded articles published in U.S. city and county newspapers concerning immigrants and immigration to create quantitative measures of community receptivity climate toward immigrants and their access to community services

## INVOLVEMENT:

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- **Agora Liberal Arts Journal** Fall 2009-Fall 2011  
*Co-founder and Undergraduate Advisor*
  - Arranged meetings with distinguished Penn State professors to initiate new student organization
  - Attended university events to promote organization and acquire a writing and editing staff
  - Submitted a publishing plan to the university to acquire significant funding
  - Headed the Sociology and Diversity Department, which involved writing, editing, and article selection for the printed publication
- Penn State International Business Association** Spring 2009-Spring 2011  
*Co-founder and Treasurer*
  - Reactivated a dormant association and recruited new members by conducting presentations about the group's determined goals and objectives
  - Generated corporate and student involvement in club meetings through direct contact
  - Coordinated and publicized all events including the Smeal Involvement Fair and Big Event

## SKILLS AND ACCOLADES:

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- Intermediate knowledge of Ruby, Rails Framework, HTML, CSS, jQuery
- Intermediate Spanish language knowledge
- Member of Phi Beta Kappa, liberal arts and sciences honor society
- Member of Beta Gamma Sigma, business honor society