

# Scott Hoenes

me@scohoe.com ♦ (847) 261-4632 ♦ Pagosa Springs, CO

---

I am a dedicated and passionate small business owner, and while my primary focus is on nurturing and growing my bookstore, I have developed a diverse skill set from over a decade of remote work experience that allows me to excel in remote web development and technology roles.

## WORK EXPERIENCE

---

### **Bookends**

**Feb 2020 – Present**

*Owner & Operator*

*Pagosa Springs, CO*

- Pagosa Springs' Book Store on Main Street, independent and locally owned, by my wife & me.
- As Owner & operator, I oversee all aspects of the business and operation of the store and handle sales and customer service while cashier.
- My main role revolves around making sure my bookstore runs smoothly. I'm responsible for keeping the shelves stocked, serving customers with a smile, managing the store's finances, and keeping everything welcoming. I also handle marketing and promotions to bring more people in the door.

### **Trusty Oak**

**June 2018 – June 2020**

*Remote Web Developer Contractor*

*Pagosa Springs, CO*

- **WordPress Development:** Design, build, and maintain websites using WordPress, including custom themes, plugins, and responsive design.
- **Client Collaboration:** Work closely with clients to understand their needs, provide updates, and address feedback, ensuring client satisfaction.
- **Maintenance and Problem Solving:** Perform routine updates, troubleshoot technical issues, and ensure SEO optimization and security for WordPress websites.

### **Roots RX**

**Feb 2015 – April 2018**

*Store Manager*

*Gunnison, CO*

- **Operational Leadership:** Expertly managed all aspects of a Colorado dispensary, including setup, staffing, inventory control, compliance, and sales, ensuring full legal compliance.
- **Team Management:** Recruited, trained, and led a knowledgeable staff, while optimizing operations for profitability and maintaining strict regulatory adherence.
- **Sales and Customer Service:** provided excellent customer service, product recommendations, and personal sales while designing compelling advertisements to attract and retain customers.

## WORK EXPERIENCE

---

### **Shelton Interactive**

**Jan 2010 – Jan 2014**

*Remote Web Developer Contractor*

*Austin, TX*

- Proficiently translate design mockups into responsive WordPress themes and implement custom functionality per client specifications.

### **Impulse One**

**Jan 2006 – Dec 2009**

*Marketing Team*

*Tempe, AZ*

- Strategically enhance online presence, drive online sales, and orchestrate live promotional events and trade show booths for effective marketing.

## EDUCATION

---

### **Purdue University**

**May, 2006**

*BS, Computer Graphics Technology, Computer Technology*

*West Lafayette, IN*

- Co-founded Purdue Film Club and helped set up and operate PUGG club events.
- Awarded with Phoenix award for senior group project building a locally focused community site with an open calendar and forum.

## SKILLS

---

- **Skills:** Wordpress Development, Marketing and Advertising, Customer Service, Sales Experience, Video Production, Graphic Design, Inventory Management, E-commerce Integration, Adaptability, Technical Proficiency, Problem-Solving.