

Jake Hawkes

Design & Development

Jake Hawkes is a father of two adorable young girls and husband to a resilient wife who is a Farm Administrator for the USDA here in Teton Valley, Idaho. We are an active family living between Three large mountain ranges with one of the most iconic views, Grand Teton National Park, just outside our back door. My inspirations come from time spent in the outdoors, my family, and our colorful community.

I owned a bicycle shop for seven years in Boise, Idaho, which I founded at 18 years. The most valuable lesson I learned was the absolute value of a customer. I care deeply about integrity when working with others and spend a great deal of time teaching efficiencies to share openly and often freely.

I am a curious builder, formally trained in information systems, providing a foundation in database, query, and reporting. I am an experienced online marketing manager, web developer in LAMP/LEMP information systems, and a learned designer. I pursue ideas through delivery and beyond and am always mindful of the Golden Rule, receiving critique with grace, and approaching every interaction as an opportunity to learn.

I have a deep appreciation and respect when working with people, sharing ideas, and problem-solving. I treat others work with care and integrity. My communication style is energetic, focused, but also kind.

I have been freelancing for just over a year. I have spent a significant portion of the past year relearning JavaScript, leveling up development tools, and iterating previous work. I am currently providing online services. Freelance can be a mix of digital marketing strategy for the non-profit, event, and small to medium businesses, web design and development, and occasionally paid motion graphics. My pet project is developing a digital marketing guide, offering actionable modules for a successful marketing strategy. Small businesses need to focus on the work they do, not the latest marketing funnel hype.

I am developing on a Digital Ocean using Ubuntu, Nginx, PHP7, MariaDB, and Redis caching on a Docker container provided by Local. I recently dropped FastCGI in favor of Litespeed+LSCache with the Google Cloud and Cloudflare security and CDN services. I hope to begin using QUIC, HTTP/3, Brotli compression, and real-time image size, compression, and delivery with Amazon AI Rekognition feature in the near term.

Before freelancing, I was at Grand Targhee Resort as their Developer and Online Marketing Manager. In this role, my task varied a great deal and included: Devops in .NET and LAMP, platform support and customization of VB applications, user permissions, website development, digital design, campaign testing and reporting with Google Tag Manager, and execution of seasonal campaigns. Along with strengthening the brand and exceeding year over year goals with record sales each year, I learned to be nimble and patient. While there, we successfully migrated many of the platforms to a single sales, data, and content application.

I want to work remotely on projects that are emotionally entertaining, efficient, and solve human problems.

•••

Currently Pursuing

- Transactional Web Development
- Development of an open-source, non-profit marketing system (SAAS)
- Eastern Idaho / Jackson, Wyoming, or remote team with a western US-based work day (UTC -7).

Jake Hawkes

208.867.8172 • Jake@Hawkes.Design

I'd like to work remotely on projects that are emotionally entertaining and solve human problems.

Grand Targhee Resort – Alta, Wyoming

Web Developer | Designer | Online Marketing Manager (Nov 2010 - Jun 2017)

Online projects management, web development, and design.

Development: PHP and VB.NET applications supporting lodging, sales, marketing, intranet, and financial reporting.

Design: branding, web, email, photo, video, maps, ads, and campaign.

Marketing: Analytics, customer loyalty, retargeting, re-engagement, and acquisition.

Motion: Short form, promotional, social media, and interstitials.

Jake Hawkes – Boise, Idaho

Freelance Web Development (Aug 2006 - Nov 2010)

Digital marketing design and development for medium to large clients.

KGB Productions – Jackson, Wyoming

Web Developer | Director of Photography (May 2009 - Apr 2011)

I was fortunate to participate as a cinematographer, editor, motion graphics, and web developer on the films Freedom Riders and Wyoming Triumph.

KGB Productions is a Jackson Hole-based action sports and documentary film company.

U.S. Department of the Interior – Boise, Idaho

Web Developer (Mar 2005 - Aug 2008)

Web developer for the IQCS support systems. IQCS manages incidents, qualifications, experience, and training for individual wildland firefighter. IQCS has been developed by the National Wildland teams under the DOI and has continued to be used internationally by emergency response, disaster, and other distributed teams. IQCS is an Oracle COTS application.

Moo Cycles – Boise, Idaho

Founder / Manager (Jan 1994 - Jan 2001)

Moo Cycles was a niche' high-end custom bicycle shop. Located in Boise Idaho's North End, I enjoyed running the shop a great deal and learned small business management, customer service, people skills, buying, accounting, and marketing.

•••

Boise State University – Boise, Idaho

Bachelor of Science – Computer Information Systems

Creative Software

Adobe Creative Suite
Cinema 4D

Development

Agile / Waterfall
LAMP / IIS / JAM
VS Code / Docker
Git / Gulp / Webpack / CLI

Programming

HTML5 / PHP / VB.NET
JS / JQUERY
*Learning REACT / VUE
SQL / Postgres / Oracle

Application Platforms (CMS)

Wordpress
Contentful / Statamic
Magento
Craft / Expression Engine
Drupal
Siriusware
Resort Data Processing
PeopleSoft
Google Analytics 360 Suite

Online

Grand Targhee Resort
Teton Bike Festival
Fisher Creative
Jay Petervary
Learning Academy Schools
Mountain Bike the Tetons
Powder Mountain Press
RAD Curbside
Teton Freedom Riders
Western Design Conference