

**Jacob Wachslar**  
[wax@indieflavor.com](mailto:wax@indieflavor.com)  
284 3<sup>rd</sup> Avenue #2  
Brooklyn, NY, 11215  
917.687.2952 (mobile)  
AIM: Indieflavor

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**OBJECTIVE:** To use my experience in customer relations and management and apply it towards the field of interactive media.

**EDUCATION:** University of Houston  
B.A. in History (1999)

**EXPERIENCE:** **Von Design Ltd (VON Bar)** 2007 – Present  
*General Manager*

- In charge of all new hires. These include: bartenders, security, porters, barbacks and DJ's.
- In charge of scheduling for our twenty employees.
- Oversee the performance of each employee and conduct regular employee evaluations.
- Make all liquor and glassware orders on a weekly basis.
- Create monthly spreadsheets for gross revenue and COGS (Cost of Goods Sold) and assess these numbers in an effort to keep our cost basis at 25%.
- Develop relations with new purveyors in order to seek different products and better prices.
- Maintain relations with existing purveyors who have shown us loyalty.
- In charge of scheduling special events to be held at the bar, such as; private parties, birthday celebrations, fundraising events, etc.
- Attend community board meetings to field any questions or concerns they may have with issues that undoubtedly arise. It's extremely important to remain in good-standing with the community board, and I am the main liaison between them and the bar.
- All of our employees have the option to purchase health insurance through United Health Care. If they choose to do so, it is my responsibility to facilitate the process between the employee and United Health Care.

**Indieflavor LLC** ([www.indieflavor.com](http://www.indieflavor.com)) 2005 – 2009  
*Founder/CEO*

- Developed full business plan covering: Market Opportunity, Competitive Environment, Development Budget and Strategy, Marketing Budget and Strategy, Pro-forma Budget, Cashflow, and Breakeven Analysis.
- Secured funding from outside investors to proceed with the development of Indieflavor.com and incorporated in 2007 following all federal SEC compliance guidelines.
- Hired and managed team of freelance employees to design and build the site.
- Managed team in all aspects of site development: IA, Design, Front/Back Development, QA, Revisions.
- Communicated between all employees to ensure everyone was on the same page and that their work met the standards outlined and agreed upon at the beginning of the project.
- Hired award winning graphic designer to create the Indieflavor print ad campaign.
- Hired interactive designer to create the Indieflavor online ad campaign.

- Managed the work of both these designers and the team of freelancers to ensure that all deliverables were on-time and on budget.
- Made all decisions regarding media buys for both print and online campaigns.
- Kept detailed records of all freelance employees' earnings and sent out 1099 forms to them during tax season.
- Coordinated numerous cross-promotional ad swaps with companies such as: Slamdance Film Festival, SXSW Film Festival, CMJ Music and Film Festival, Ithentic.com, and many other websites and film festivals.

**Japond Restaurants, LLC (Bond St Restaurant) 2000-2006**

*Bartender/Lounge Manager*

- As a bartender I mixed mean cocktails and kept the vibe fun and alluring!
- As lounge manager I was responsible for: scheduling, nightly cash and credit card deposits, organizing private parties, keeping bar costs to a minimum, mediating between employees and customers, and, essentially, assuring the nightly business ran smoothly and efficiently.
- Also as lounge manager, I would hold monthly staff meetings. These meetings were intended to allow the employees to voice their concerns/frustrations with anything business related and, as a group, find solutions to these concerns.

**FREELANCE:**

**Editor (Video)**

*Editor*

- I have edited music videos, artist reels, and short and feature length films using Apple's Final Cut Pro editing suite.

**Consultant (Business Start-Ups)**

*Consultant*

- Consulted for individuals wishing to start their own business.
- Consulted on all aspects of writing a business plan as well as: seeking funding (where to look), legal concerns and risks, accounting issues, learning to speak to potential investors, and what to do when the dream becomes a reality...the scary yet fun part!

**RELEVANT SKILLS:**

- Strong interpersonal skills
- Strong written and verbal skills
- Well organized and effective at multi-tasking
- Quick to learn
- Not afraid to say, "I don't know." Or, to ask for help.
- Work well with others. I understand that a company's success depends on many people and, therefore, pride myself on my ability to interact with and gain the respect of my co-workers.

**COMPUTER SKILLS:**

- Proficient with both PC and Mac. Microsoft Office Suite. Final Cut Pro. Adobe Premiere.

**HOBBIES:**

- Filmmaking, writing, and spending time with my wife.

**REFERENCES:**

- Available upon request.