

Jonathan Diehl

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[in jonathandiehl1](#) | [JWDiehl](#)

Philadelphia, PA


CAREER OBJECTIVE

Versatile professional with a B.S. in Business Operations Management and advanced software development training. Skilled in Python, SQL, and Agile practices, with hands-on experience supporting software development initiatives and managing enterprise client relationships. Adept at bridging technical and business teams, driving customer success, and delivering actionable, scalable solutions in fast-paced, client-facing environments.

EXPERIENCE

- **NeptuneXR**  Oct 2024 - Present
Strategist and Full-Stack Developer Philadelphia, PA
 - Developed 20+ prototypes for core features (login, 2FA, dashboards, multi-role journeys), optimizing data flow and backend integration to support reporting and analytics.
 - Partnered with cross-functional teams to translate objectives into scalable solutions, aligning user experiences with data pipelines and actionable insights.
- **Zip Code Wilmington**  Jun 2024 - Sep 2024
Software Developer in Training Wilmington, DE
 - Admitted to Zip Code Wilmington's competitive program (<7% acceptance), completing 1,000+ hours of full-stack development and data engineering with Agile, Scrum, and test-driven methodologies.
- **Technical Projects:**
 - **REWIND** 
 - * Built a streaming application using Java, React, Spring Boot, MySQL, and AWS S3, designing data pipelines to fetch, process, and serve video content via the YouTube API for seamless streaming and search.
 - **PullUp** 
 - * Developed a basketball court locator app with Python JavaScript, React, Spring Boot, MySQL, and Google Maps API, implementing real-time data retrieval and integration to support geolocation mapping and user engagement features.
- **Stream Companies**  Oct 2023 - Dec 2023
Account Manager Malvern, PA
 - Led client strategy to optimize ad spend across channels (TV, OTT, paid search, and social, etc.) by tailoring integrated campaigns that boosted vehicle sales by 9%.
 - Delivered data-driven insights using FullThrottle.AI and managed execution in Adobe Workfront, ensuring on-time delivery, in-scope execution, and 100% client retention.
- **Stream Companies**  May 2021 - Oct 2023
Project Coordinator Malvern, PA
 - Cultivated and sustained strong client relationships with major auto brands, consistently surpassing annual spend growth targets by 5% and exceeding satisfaction goals through proactive communication and strategic campaign alignment.
 - Supported fully integrated ad campaigns from planning to execution, collaborating cross-functionally to align creative and media assets with client customer experience objectives.
- **DMAX Foundation**  May 2019 - May 2021
Outreach and Program Coordinator Bryn Mawr, PA
 - Implemented and customized Salesforce to streamline communication workflows, manage stakeholder relationships, and improve contact tracking across partner universities and donors.
 - Led outreach strategy redesign by replacing email campaigns with data-informed social media engagement, expanding to 6 new universities and boosting program visibility nationally.

EDUCATION

- **University of Delaware** Aug 2014 - May 2018
B.S. Business Operations Management
Newark, DE
Relevant Coursework:
Calculus, Microeconomics, Accounting I & II, Principles of Finance, Analytical Decision Making, Project Management, Business Information Systems, Basic Statistical Practice
- **JPMorganChase**  May 2016 - Jun 2018
Opics Batch Specialist
Newark, DE
 - Supported data governance efforts by identifying issues, defining test requirements, and improving financial workflows.
 - Managed daily global branch closings, ensuring ledger accuracy and compliance within a business IT framework.

SKILLS

- **Programming Languages:** Python, Java, JavaScript, TypeScript
- **Web Technologies:** HTML, CSS, React, Spring Boot, JSON, XML
- **Database Systems:** SQL, MySQL, PostgreSQL
- **Data Engineering & Analysis:** Pandas (DataFrames), Data-Driven Campaign Optimization, Performance Metrics Tracking
- **Cloud & APIs:** AWS S3, Google Maps API, YouTube API
- **DevOps & Version Control:** Git, GitHub, Maven
- **Development Methodologies:** Agile, Scrum, Test-Driven Development (TDD)
- **CRM & Business Tools:** Salesforce, FullThrottle.AI, Adobe Workfront
- **Customer Success & Client Engagement:** Strategic Planning, Customer Retention, Stakeholder Communication, Business Process Optimization
- **Digital Marketing & Advertising:** SEO, Paid Search, CRO, Behavioral Targeted Advertising, Integrated Campaign Management
- **Creative & Content Production:** Creative Briefing, Branding, Audio/Video Production, Social Media Strategy, Email Marketing
- **Project Management & Operations:** Cross-Functional Collaboration, KPI Tracking, Timeline & Scope Management, Business Outcome Alignment

CERTIFICATIONS & TECHNICAL TRAINING

- **Certifications**
 - Zip Code Wilmington: [Java Software Developer](#) Sep 2024
- **Technical Training**
 - Introduction to SAP Datasphere Jan 2025
 - Introducing SAP Business Data Cloud Feb 2025
 - Modeling in SAP Datasphere, SAP BW bridge April 2025