

Caleb Siegel

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SOFTWARE ENGINEER

Experienced in Python and Javascript, as well as the Flask and React frameworks. Accumulated broad experience with 2 years in Equity Research at Citi covering large-cap Internet and 5 years in Digital Marketing scaling a boutique agency from 8 employees to 50+. Combine unique skills in collaboration, leadership, professionalism and problem solving with inherent creativity and passion for software engineering to help companies looking to scale their tech offerings.

TECHNICAL SKILLS

JavaScript, Python, React, Flask, HTML, SQL

TECHNICAL PROJECTS

Sous Chef - [Github](#) | [Demo](#)

Full-stack one-stop-shop for meal prep with directory of recipes, calendared meal planning and shopping list curation

- Mapped out ERD with whiteboard platform, Miro, for organized database structure
- Wrote backend with Flask and SQLAlchemy for simple communication between frontend and backend
- Initiated frontend with Vite for fast file creation, transitioning midway from Create-React-App, to solve proxy errors
- Utilized React for efficient frontend development and Material UI for simple frontend design

Python Roulette - [Github](#) | [Demo](#)

Command Line Interface (CLI) roulette casino game written in Python

- Instantiated Python classes, methods and instances allowing dynamic user gameplay
- Implemented inputs and exceptions for smooth and accurate user interaction

Broadway Community - [Github](#) | [Demo](#)

Vanilla Javascript price notifications app for Broadway shows at consumers' desired prices

- Constructed HTML with applied CSS and Javascript to create user-friendly experience
- Built eventhandler functions to enable dynamic user interaction

EXPERIENCE

Group 8A

New York, NY

VP, Head of Performance Marketing

01/2019 - 12/2023

- Received 4 promotions in 5 years, starting as operations analyst to eventually oversee paid digital advertising for 30+ E-Commerce brands ensuring client growth by managing and spearheading collaborative strategy execution among 6 internal teams
- Devised client growth strategies through digital marketing and consumer-oriented optimizations. Grew women's legging business by 100%; built online sports licensing business website and scaled to \$2mn/month; grew struggling cosmetics brand by 50% y/y; doubled baby stroller brand's ecommerce sales overnight
- Built website dashboard calculating commission revenue projections, increasing employee and leadership alignment

Citigroup

New York, NY

Associate, Internet Equity Research

06/2016 - 06/2018

- Led work on IPO diligence process for media provider, Roku. Attended analyst day with company management, participating in diligence calls with company suppliers, advertisers, and retailers. Conducted educational calls for 30+ institutional investors during management's roadshow. Assisted in authoring initiation report and launching coverage
- Spearheaded Citi's Internet Big Data initiative, analyzing scraped data to provide differentiated analyses on company career listings, OTA property listings and Roku tracker utilizing API data on streaming app hours

EDUCATION

Flatiron School

New York, NY

Full Stack Web Development, Python with Flask and JavaScript with React

04/2024

Yeshiva University

New York, NY

Bachelor of Arts in Economics

05/2016

Cumulative GPA: 3.9; *Summa Cum Laude*; *Dean's Scholar*; *Dean's List*, all semesters

INTERESTS

Broadway: Led 250+ person group providing ticket notifications; **Survivor:** Organized 3-day game as marriage proposal