

Jonathan Huynh

Irvine, CA | (714) 615-7395

jonhuynh05@gmail.com | [linkedin.com/in/jon-huynh/](https://www.linkedin.com/in/jon-huynh/) | github.com/jonhuynh05

I am a software engineer with a background in digital media and client services. My passion lies in finding efficiencies in workflow and code, and being able to act as a resource across all my projects. Backed with my account management experience, I bring clear communication, eye for detail, and strong project management to my coding.

Skills

MongoDB, Express, React.js, Node.js, JavaScript ES6, Bootstrap, HTML5, CSS3, Python, Flask, Sqlite, Peewee, EJS, jQuery, GitHub, Visual Studio Code, Microsoft Office, DoubleClick Planning, ComScore, MRI, Salesforce, Basecamp

Projects

LoL Inspector

- LoL Inspector is a learning tool for every League of Legends player, highlighting where a player succeeded and can improve for a given match
- Technologies used: MongoDB, Express, React.js, Node.js, Riot Games API

Hattrick

- Hattrick is a recipe creation app that allows users to create and share their favorite 3 ingredient recipes
- Technologies used: Sqlite, React.js, CSS, Flask, Python, Edamam API, PeeWee

Blue Spotlight

- Blue Spotlight is a rating site geared towards helping contractors and people connect
-
- Technologies used: Express, Node.js, JavaScript, MongoDB, Mongoose, EJS, CSS, Bootstrap

Pokemon Blackjack

- Used HTML, JavaScript, and jQuery to develop front-end of blackjack game that incorporates real-life functions such as split, double down, and insurance
- CSS and Bootstrap utilized to style and structure blackjack layout

Experience

Senior Account Manager, Content and Digital Media

January 2018 – April 2019

UPROXX (Part of Warner Music Group), Culver City, CA

- Executed \$10 million+ in campaign revenue across multiple advertising industry categories (e.g. Toyota, Honda, Intel, McDonald's, Facebook, FX, and more)
- Stewarded content programs from end to end (ideation, production, post, and final delivery)
- Collaborated with production, strategy, sales, social media, research, finance, and ad ops
- Reviewed proposals, assembled media plans, and optimized campaigns for client review
- Managed account coordinator and taught industry best practices, campaign analytics optimizations, and market research for optimal proposal submissions

Account Manager, Digital Video

January 2017 – December 2017

Tremor Video, Santa Monica, CA

- Managed more than 60 campaigns for 30+ advertising accounts including McDonald's, Toyota, Old Navy, Fruit of the Loom, and Dignity Health
- Assisted in securing and running more than \$7 million in advertising revenue
- Secured multiple client campaign renewals through strong campaign optimizations

- Reviewed client RFPs and assembled relevant media plans using Salesforce

Media Planner, Digital Media

August 2014 – October 2016

Saatchi & Saatchi LA, Torrance, CA

- Evaluated publisher proposals and provided media recommendations for Toyota
- Collaborated with creative and strategy teams to align digital marketing goals
- Utilized ComScore, MRI, and DoubleClick Planning to inform campaign strategy
- Taught assistant planner media best practices and media analytics

Education

General Assembly

Los Angeles, CA

Software Engineering Immersive

2019

University of Southern California (USC)

Los Angeles, CA

Bachelor of Science in Business Administration, Marketing Emphasis

2014